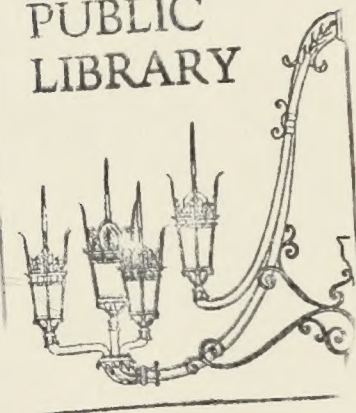


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FACTS FOR INDUSTRY

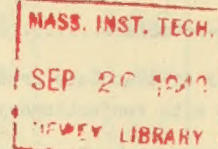
FOR RELEASE: September 15, 1948

SERIES: M16C-78

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

July 1948



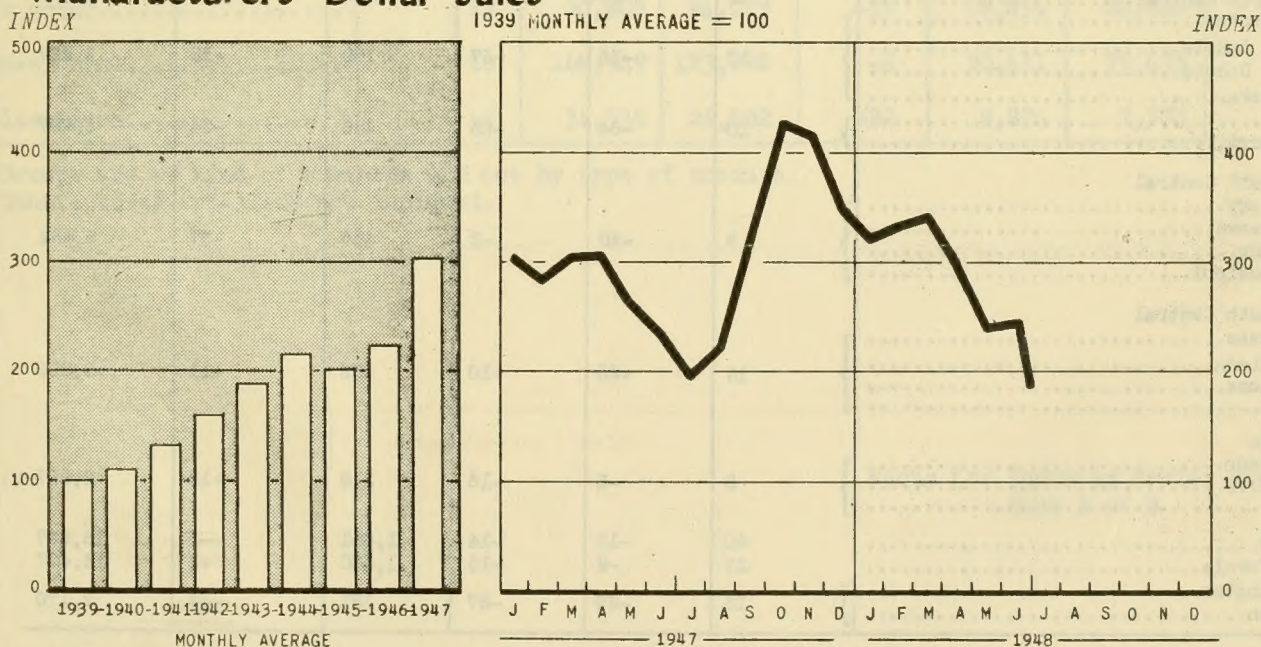
The Bureau of the Census, Department of Commerce, announced that confectionery and chocolate manufacturers' dollar sales in July were down 6 percent from July sales last year and down 23 percent from sales in June. These data are based on confidential reports submitted to the Bureau of the Census by 331 candy manufacturers located throughout the country. Dollar sales reported for the first 7 months of 1948 amounted to 3 percent more than dollar sales reported for the corresponding period last year.

Dollar sales of chocolate manufacturers in July were up 40 percent from July 1947 while sales of manufacturer-retailers and of manufacturer-wholesalers were down 6 percent and 12 percent, respectively. July sales of each class of manufacturers were down from the previous month. Manufacturer-retailers' sales decreased by 10 percent, those of chocolate manufacturers by 35 percent, and sales of manufacturer-wholesalers were 21 percent less than in June.

July poundage sales as reported by 120 manufacturers (table 2) were down 13 percent from July 1947, while dollar sales of these same manufacturers were down 1 percent. For the year-to-date, dollar sales of these manufacturers were 11 percent more and pounds sold were 2 percent less than a year ago.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Dollar Sales



BUREAU OF THE CENSUS

* Conducted with the assistance of the National Confectioners Association.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, JULY 1948

Kind of business, geographic division, and State	Number of firms reporting ^{1/}	Sales - current month			Sales of firms reporting year-to-date ^{2/}	
		Percent change		July 1948 (add 000)	Percent change from 7 months 1947	7 months 1948 (add 000)
		July 1948 from July 1947	July 1948 from June 1948			
TOTAL.....	351	-6	-23	\$38,860	+3	\$418,134
Manufacturer-retailers.....	23	-6	-10	1,446	-6	14,052
Manufacturers of chocolate products competitive with confectionery.....	12	+40	-35	7,024	+44	85,299
Other manufacturers by State in which located.....	296	-12	-21	30,390	-2	318,783
New England.....	26	+2	-44	3,313	+27	44,829
Atlantic.....	106	-3	-16	10,510	-5	96,611
New York.....	33	+3	-13	4,566	-2	37,855
New Jersey.....						
Pennsylvania.....	45	-6	-21	4,909	-4	49,225
Maryland.....	16	-5	-3	396	-18	3,057
District of Columbia.....						
Virginia.....						
West Virginia.....						
North Carolina.....	12	-16	+3	639	-25	6,474
South Carolina.....						
Georgia.....						
Florida.....						
East North Central.....	74	-16	-17	13,070	-5	138,087
Illinois.....	52	-15	-17	12,228	-3	129,245
Ohio.....	8	-16	-20	411	-32	3,976
Indiana.....						
Michigan.....	14	-27	-16	431	-21	4,866
Wisconsin.....						
West North Central.....	20	-59	-27	655	-30	9,424
Minnesota.....	10	-36	-37	169	-18	2,427
North Dakota.....						
South Dakota.....						
Nebraska.....						
Iowa.....	10	-64	-23	486	-34	6,997
Missouri.....						
East South Central	8	-48	-2	464	-37	5,332
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	14	+26	-10	435	+11	5,896
West South Central						
Arkansas.....						
Louisiana.....						
Oklahoma.....	8	-3	-16	312	-18	2,957
Texas.....						
Mountain	40	-13	-14	1,631	-5	15,647
Colorado.....						
Idaho.....						
Utah.....	27	-8	-13	1,450	+2	13,477
Pacific.....						
California.....						
Washington.....	13	-39	-27	181	-33	2,170
Oregon.....						

^{1/} Number does not apply in all cases to the year-to-date figures.

^{2/} Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
POUNDRAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, JULY 1948

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Type of house <u>1/</u>	Number of firms re- porting <u>2/</u>	July 1948			July 1947		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value
TOTAL.....	120	74,136	\$26,808	...	85,291	\$27,135	...
Package goods.....	26	5,357	2,253	\$.421	6,632	2,647	\$.399
Bar goods.....	33	42,425	17,353	.409	47,109	15,837	.336
Bulk goods.....	29	4,962	1,637	.330	8,132	2,161	.266
General line.....	20	16,490	4,397	.267	20,133	5,614	.279
Unclassified.....	12	4,902	1,168	.238	3,285	876	.267

Type of house <u>1/</u>	Number of firms re- porting <u>2/</u>	7 months					
		Pounds (add 000)			Value (add 000)		
		1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	120	765,627	784,230	-2	\$293,310	\$264,717	✓11
Package goods.....	26	54,165	53,883	✓1	26,266	25,831	✓2
Bar goods.....	33	447,373	426,894	✓5	188,905	148,001	✓28
Bulk goods.....	29	60,805	94,079	-35	18,854	24,016	-22
General line.....	20	168,949	183,292	-8	50,411	59,496	-15
Unclassified.....	12	34,335	26,082	✓32	8,874	7,373	✓20

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

5,330 **FACTS FOR INDUSTRY**

FOR RELEASE: October 12, 1948

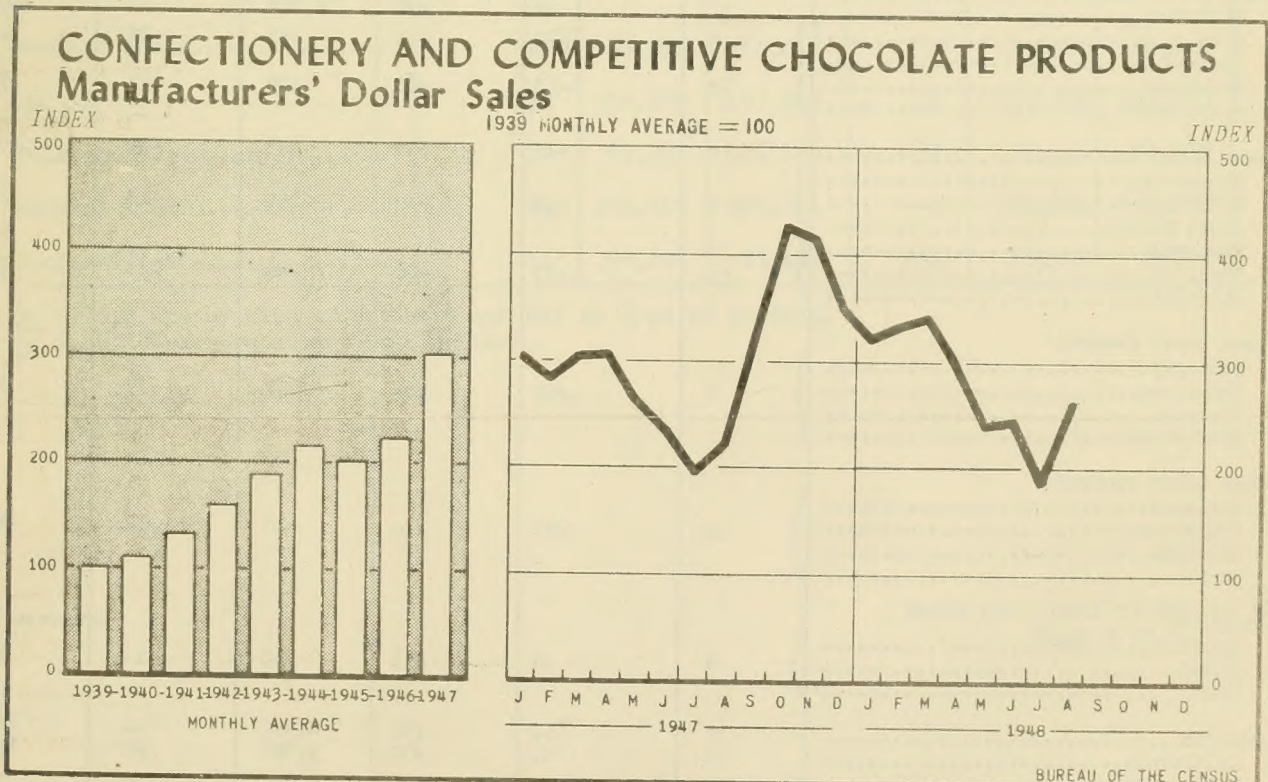
SERIES: ML6C-88

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS**Manufacturers' Sales*****AUGUST 1948**

The Bureau of the Census, Department of Commerce, announced that confectionery and chocolate manufacturers' sales in August were up 39 percent from July sales and up 18 percent from August sales last year. These data are based on confidential reports submitted to the Bureau of the Census by 317 candy and chocolate manufacturers located throughout the country. Dollar sales reported for the first 8 months of 1948 amounted to 5 percent more than the dollar sales reported for the first 8 months of 1947.

August dollar sales of all types of confectionery manufacturers were up from July, and sales of all types except manufacturer-retailers were above those of August 1947. The sales of manufacturer-wholesalers showed the largest increase over the preceding month, 41 percent, and chocolate manufacturers' sales showed the largest increase over August of last year, 63 percent.

Poundage and dollar sales in August as reported by 121 manufacturers (table 2) increased 9 and 18 percent, respectively, from August of last year. For the year-to-date, dollar sales of these 121 manufacturers are up 12 percent, while pounds sold are down 1 percent.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, AUGUST 1948

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales - current month			Sales of firms reporting year-to-date 2/	
		Percent change		August 1948 1948 (add 000)	Percent change from 8 months, 1947	8 months, 1948 (add 000)
		August 1948 from August 1947	August 1948 from July 1948			
TOTAL.....	317	+18	+39	53,515	+5	471,649
Manufacturer-retailers.....	19	-9	+6	1,463	-7	15,515
Manufacturers of chocolate products competitive with confectionery.....	12	+63	+37	9,447	+46	94,746
Other manufacturers by State in which located.....	286	+12	+41	42,605	-2	361,388
New England.....	24	+40	+83	6,000	+28	50,829
Atlantic.....	104	+14	+31	13,597	-4	110,208
New York.....	32	+19	+26	5,563	...	43,418
New Jersey.....	44	+11	+35	6,688	...	55,913
Pennsylvania.....	16	+1	+10	434	-16	3,491
Maryland.....						
District of Columbia.....						
Virginia.....						
West Virginia.....	12	+10	+44	912	-21	7,386
North Carolina.....						
South Carolina.....						
Georgia.....						
Florida.....	71	+6	+39	18,019	-4	156,106
East North Central.....						
Illinois.....						
Ohio.....						
Indiana.....						
Michigan.....						
Wisconsin.....						
West North Central.....	19	-25	+49	993	-30	10,417
Minnesota.....	8	-19	+80	249	-18	2,676
North Dakota.....						
South Dakota.....						
Nebraska.....						
Iowa.....	11	-27	+40	744	-33	7,741
Missouri.....						
East South Central	7	+66	+46	637	-33	5,969
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	16	+25	+14	620	+12	6,516
West South Central						
Arkansas.....						
Louisiana.....						
Oklahoma.....	8	-1	+15	359	-16	3,316
Texas.....						
Mountain						
Colorado.....	37	+2	+51	2,380	-4	18,027
Idaho.....						
Utah.....						
Pacific.....						
California.....	26	-1	+39	1,982	+2	15,459
Washington.....	11	+22	+171	398	-28	2,568
Oregon.....						

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, AUGUST 1948

Type of house <u>1/</u>	Number of firms re- porting <u>2/</u>	August 1948			August 1947		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value
TOTAL.....	121	104,921	\$37,365	...	96,092	\$31,741	...
Package goods.....	25	6,749	2,955	\$.438	7,157	2,979	\$.416
Bar goods.....	33	62,655	24,663	.394	56,668	19,732	.348
Bulk goods.....	30	8,580	2,612	.304	9,107	2,672	.293
General line.....	21	21,370	5,814	.272	19,419	5,414	.279
Unclassified.....	12	5,567	1,321	.237	3,741	944	.252

Type of house <u>1/</u>	Number of firms re- porting <u>2/</u>	8 months					
		Pounds (add 000)			Value (add 000)		
		1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	121	870,548	880,322	-1	\$330,675	\$296,458	+12
Package goods.....	25	60,914	61,040	...	29,221	28,810	+1
Bar goods.....	33	510,028	483,562	+5	213,568	167,733	+27
Bulk goods.....	30	69,385	103,186	-33	21,466	26,688	-20
General line.....	21	190,319	202,711	-6	56,225	64,910	-13
Unclassified.....	12	39,902	29,823	+34	10,195	8,317	+23

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: November 5, 1948

SERIES: M16C-98

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

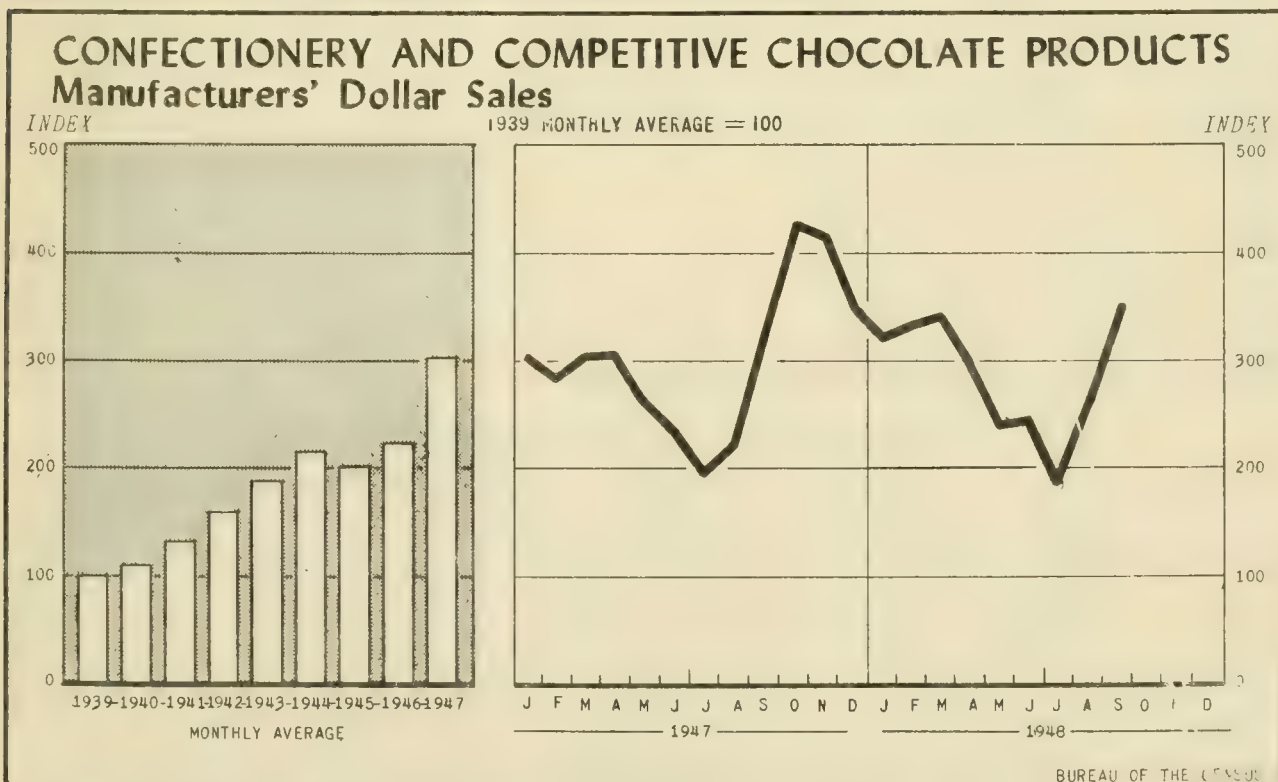
Manufacturers' Sales*

September 1948

The Bureau of the Census, Department of Commerce, announced that confectionery and chocolate manufacturers' dollar sales in September were 7 percent higher than in September 1947 and up 40 percent from August 1948. These data are based on confidential reports submitted to the Bureau of the Census by 315 confectionery and chocolate manufacturers throughout the country.

Chocolate manufacturers reported the largest increases in dollar sales compared with September of last year and with August of this year; 36 and 87 percent, respectively. Dollar sales of manufacturer-wholesalers were up 1 percent from September of last year, and 31 percent from August 1948, while those of manufacturer-retailers were down 6 percent from September of last year but up 12 percent from August. Confectionery and chocolate manufacturers' dollar sales for the first 9 months of 1948 were 5 percent higher than in the same period in 1947.

Poundage sales for September as reported by 122 manufacturers (table 2) were approximately 2 percent less than those of September 1947, while dollar sales were up 7 percent. For the first 9 months of 1948, poundage sales of these manufacturers were down 1 percent and dollar sales were up 11 percent from the same period in 1947.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, SEPTEMBER 1948

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales - current month			Sales of firms reporting year-to-date 2/	
		Percent change		September 1948 (add 000)	Percent change from 9 months, 1947	9 months, 1948 (add 000)
		September 1948 from September 1947	September 1948 from August 1948			
TOTAL.....	315	+7	+40	74,969	+5	549,214
Manufacturer-retailers.....	21	-6	+12	1,673	-7	17,248
Manufacturers of chocolate products competitive with confectionery.....	12	+36	+87	17,625	+44	112,371
Other manufacturers by State in which located.....	282	+1	+31	55,671	-1	419,595
New England.....	24	+16	+40	8,347	+26	59,262
Atlantic.....	103	+10	+28	17,193	-2	127,560
New York.....	30	+5	+21	6,752	+1	50,329
New Jersey.....	43	+12	+31	8,607	...	64,520
Pennsylvania.....	17	+21	+47	636	-12	4,127
Maryland.....						
District of Columbia.....						
Virginia.....						
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	13	+27	+34	1,198	-17	8,584
Florida.....						
East North Central.....	70	-8	+28	23,118	-4	179,224
Illinois.....	49	-7	+25	21,054	-3	167,257
Ohio.....	9	+18	+57	1,045	-22	5,606
Indiana.....	12	-30	+114	1,019	-22	6,361
Michigan.....						
Wisconsin.....	20	-21	+79	1,820	-28	12,260
West North Central.....						
Minnesota.....						
North Dakota.....						
South Dakota.....						
Nebraska.....						
Iowa.....						
Missouri.....	11	-28	+81	1,337	-32	9,008
East South Central.....	8	-16	+37	942	-31	7,025
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	13	+17	+52	903	+13	7,416
West South Central.....						
Arkansas.....						
Louisiana.....						
Oklahoma.....	8	-8	+65	593	-15	3,909
Texas.....						
Mountain.....						
Colorado.....						
Idaho.....	36	+5	+18	2,755	-3	22,929
Utah.....						
Pacific.....						
California.....						
Washington.....	24	+3	+12	2,156	+2	19,707
Oregon.....	12	+15	+48	599	-23	3,222

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, SEPTEMBER 1948

Type of house 1/	Number of firms reporting 2/	September 1948			September 1947			9 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	122	136,180	\$51,905	...	138,673	\$48,482	...	1,006,728	1,018,995	-1	\$382,636	\$344,940	+11
Package goods.....	26	8,638	4,142	\$480	10,104	4,454	\$441	69,552	71,144	-2	33,419	33,264	...
Bar goods.....	32	77,129	33,031	428	78,271	28,511	364	587,157	561,833	+5	246,599	196,244	+26
Bulk goods.....	30	14,194	4,097	289	13,857	4,410	318	83,579	117,043	-29	25,543	31,098	-18
General line.....	21	29,396	9,093	309	31,443	9,875	314	219,715	234,154	-6	65,318	74,785	-12
Unclassified.....	13	6,823	1,542	226	4,998	1,232	246	46,725	34,821	+34	11,737	9,549	+23

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: December 10, 1948

SERIES: M16C-108

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS Manufacturers' Sales*

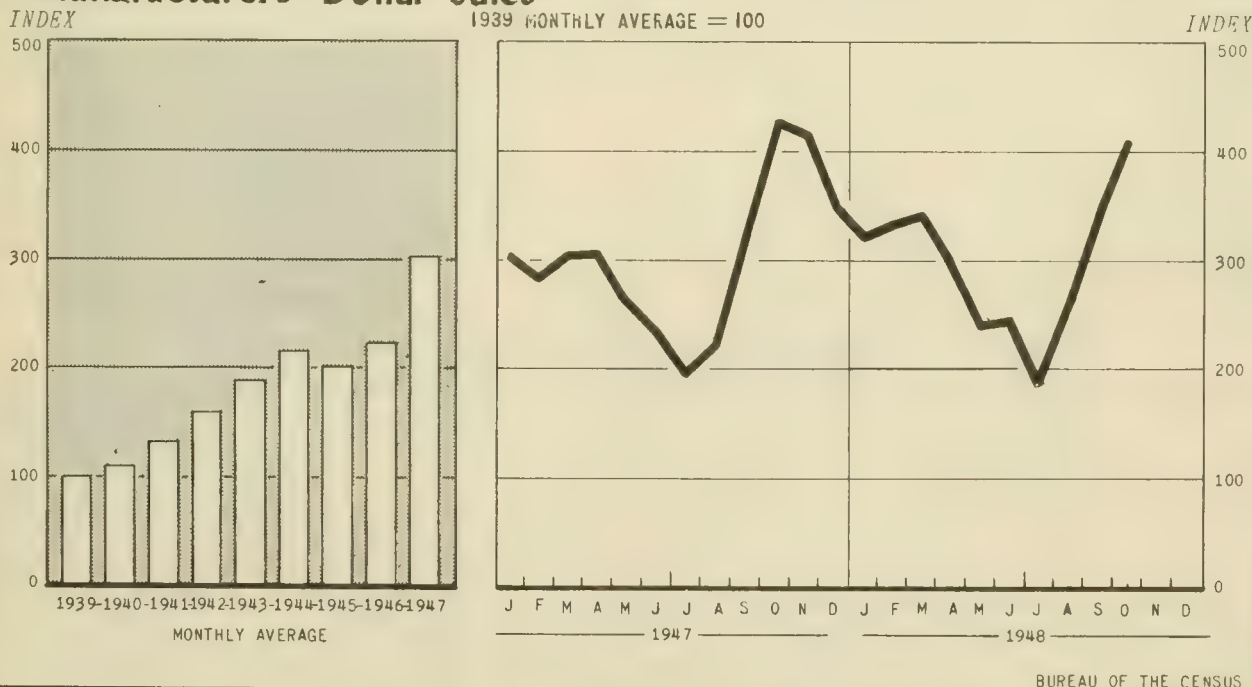
October 1948

The Bureau of the Census, Department of Commerce, announced that confectionery and chocolate manufacturers' dollar sales in October were 4 percent less than in October 1947. These data are based on confidential reports submitted to the Bureau of the Census by 314 confectionery and chocolate manufacturers located throughout the country. October dollar sales of these plants were 18 percent higher than their sales in September. Sales during the first 10 months of 1948 were 4 percent more than for the corresponding period last year.

October sales of chocolate manufacturers and manufacturer-retailers were up 29 percent and 3 percent respectively compared with their sales in October a year ago, while those of manufacturer-wholesalers were down 10 percent. Sales of manufacturer-wholesalers and manufacturer-retailers in October were larger than their September sales but those of chocolate manufacturers were 4 percent smaller. (See reverse for detailed statistics.)

Poundage sales for October as reported by 121 manufacturers (table 2) were 13 percent less than those of October 1947, while dollar sales were 8 percent less. For the year-to-date, poundage sales of these manufacturers were down 3 percent and dollar sales were up 8 percent from the same period last year.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS Manufacturers' Dollar Sales



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, OCTOBER 1948

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales - current month			Sales of firms reporting year-to-date 2/	
		Percent change		October 1948 (add 000)	Percent change from 10 months, 1947	10 months, 1948 (add 000)
		October 1948 from October 1947	October 1948 from September 1948			
TOTAL.....	314	-4	+18	88,785	+4	637,999
Manufacturer-retailers.....	22	+3	+35	2,294	-6	19,542
Manufacturers of chocolate products competitive with confectionery.....	12	+29	-4	16,927	+42	129,298
Other manufacturers by State in which located.....	280	-10	+25	69,564	-3	489,159
New England.....	22	+6	+9	9,054	+23	68,316
Atlantic.....	103	+2	+17	20,389	-1	147,949
New York.....	32	-1	+17	8,180	...	58,509
New Jersey.....	43	+5	+20	10,346	...	74,866
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....	16	+11	+17	739	-9	4,866
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	12	-1	-7	1,124	-15	9,708
Florida.....						
East North Central.....	68	-22	+28	29,350	-7	208,574
Illinois.....	48	-24	+26	26,450	-6	193,707
Ohio.....	8	+26	+57	1,483	-15	7,089
Indiana.....						
Michigan.....	12	-4	+31	1,417	-20	7,776
Wisconsin.....						
West North Central.....	20	-12	+95	3,501	-25	15,768
Minnesota.....						
North Dakota.....	9	-7	+44	666	-13	3,855
South Dakota.....						
Nebraska.....						
Iowa.....	11	-13	+112	2,835	-29	11,913
Missouri.....						
East South Central.....						
Kentucky.....	8	+27	+93	1,812	-24	8,837
Tennessee.....						
Alabama.....						
Mississippi.....						
West South Central.....						
Arkansas.....	13	+5	+39	1,255	+12	8,674
Louisiana.....						
Oklahoma.....						
Texas.....						
Mountain.....						
Colorado.....	8	+3	+36	808	-13	4,717
Idaho.....						
Utah.....						
Pacific.....	38	-2	+24	3,395	-3	26,324
California.....	26	+3	+28	2,929	+2	22,636
Washington.....						
Oregon.....	12	-24	+8	466	-23	3,668

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, OCTOBER 1948

Type of house 1/	Number of firms reporting 2/	October 1948			October 1947			10 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	121	152,944	\$59,081	...	175,612	\$63,830	...	1,159,672	1,194,607	-3	\$441,667	\$406,770	+8
Package goods.....	25	11,268	5,598	\$497	11,986	5,531	\$461	80,820	83,130	-3	39,017	38,795	+1
Bar goods.....	33	78,521	31,698	.431	86,415	33,179	.384	680,678	648,248	+2	278,297	229,425	+21
Bulk goods.....	31	19,426	5,648	.291	18,870	5,621	.298	103,005	155,915	-24	31,211	36,719	-15
General line.....	20	41,742	14,363	.344	51,955	17,939	.345	261,457	286,109	-9	79,681	92,724	-14
Unclassified.....	12	6,987	1,724	.247	6,386	1,560	.244	53,712	41,207	+30	13,461	11,109	+21

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: January 17, 1949

SERIES: M16C-118

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

November 1948

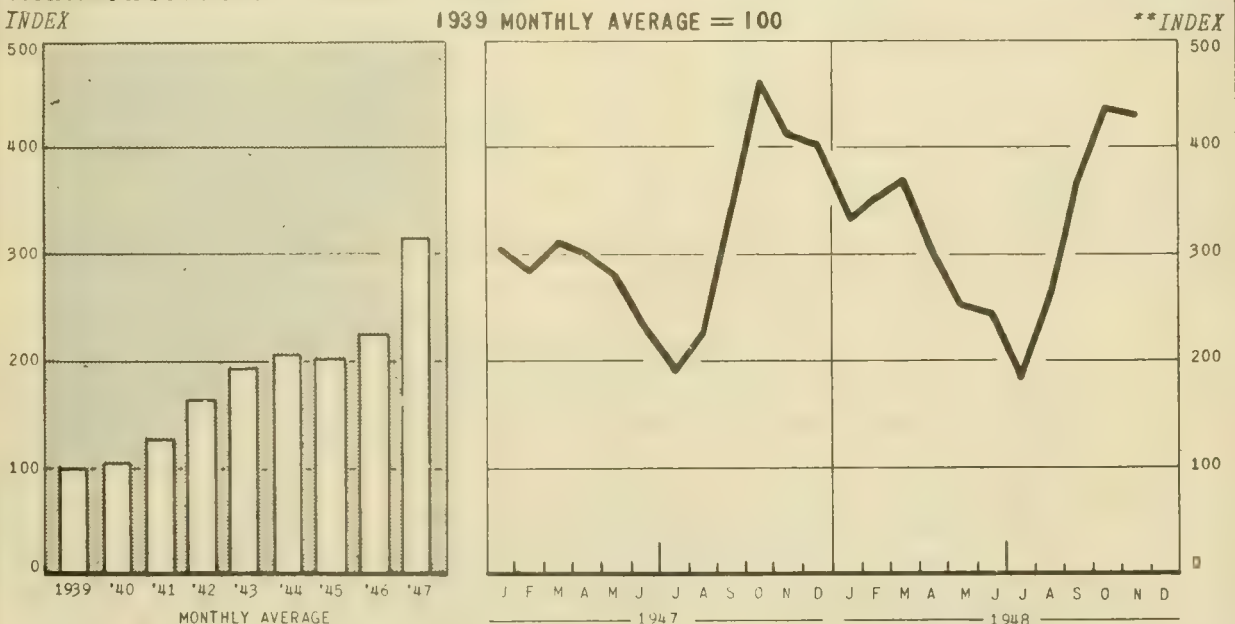
The Bureau of the Census, Department of Commerce, announced that dollar sales of confectionery and chocolate manufacturers in November were 5 percent more than in November last year. These data are based on confidential reports submitted to the Bureau of the Census by 310 confectionery and chocolate manufacturers located throughout the country. November dollar sales of these plants were 1 percent lower than their sales in October. Sales reported during the first 11 months of 1948 amounted to 4 percent more than for the corresponding period last year.

November sales of chocolate manufacturers were up 33 percent compared with November sales a year ago, those of manufacturer-retailers were down 9 percent, and there was less than 1 percent change in manufacturer-wholesalers' sales. November sales compared with October sales showed losses of 7 percent and 5 percent for manufacturer-retailers and chocolate manufacturers respectively, and less than 1 percent change for manufacturer-wholesalers.

Poundage sales for November as reported by 123 manufacturers (table 2) were 1 percent less than in November 1947, while dollar sales were 7 percent more. For the year-to-date, dollar sales of these manufacturers were up 8 percent and poundage sales were down 3 percent from the same period last year.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Dollar Sales



*Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, NOVEMBER 1948

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales - current month			Sales of firms reporting year-to-date 2/	
		Percent change		November 1948 (add 000)	Percent change from 11 months, 1947	11 months, 1948 (add 000)
		November 1948 from November 1947	November 1948 from October 1948			
TOTAL.....	310	+5	-1	88,670	+4	727,629
Manufacturer-retailers.....	21	-9	-7	2,117	-6	21,659
Manufacturers of chocolate products competitive with confectionery.....	12	+33	-5	16,157	+41	145,455
Other manufacturers by State in which located.....	277	...	...	70,396	-2	560,515
New England.....	23	+14	+4	9,597	+22	77,953
Atlantic.....	99	+8	+1	20,178	...	168,131
New York.....	31	+5	-1	8,100	+1	66,813
New Jersey.....	40	+8	-6	9,339	+1	84,205
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....	16	+7	+1	747	-7	5,613
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	12	+23	+74	1,992	-11	11,700
Florida.....						
East North Central.....	72	-11	-7	28,093	-7	237,342
Illinois.....	51	-14	-8	25,028	-7	219,410
Ohio.....	9	-52	+6	1,678	-8	8,767
Indiana.....						
Michigan.....	12	+3	-2	1,387	-17	9,165
Wisconsin.....						
West North Central.....	20	-2	+7	3,743	-21	19,600
Minnesota.....						
North Dakota.....	9	-1	+17	787	-9	4,731
South Dakota.....						
Nebraska.....						
Iowa.....	11	-2	+4	2,956	-25	14,869
Missouri.....						
East South Central.....						
Kentucky.....	7	+19	-1	1,782	-18	10,702
Tennessee.....						
Alabama.....						
Mississippi.....						
West South Central.....						
Arkansas.....	14	+33	+66	2,190	+15	10,864
Louisiana.....						
Oklahoma.....						
Texas.....						
Mountain.....						
Colorado.....	8	-7	+21	980	-12	5,697
Idaho.....						
Utah.....						
Pacific.....	34	+10	+17	3,833	-1	30,226
California.....	24	+15	+15	3,253	+3	25,689
Washington.....						
Oregon.....	10	-11	+36	580	-21	4,337

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, NOVEMBER 1948

Type of house 1/	Number of firms reporting 2/	November 1948			November 1947			11 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	123	149,630	\$58,193	...	151,539	\$54,485	...	1,310,981	1,347,212	-3	\$500,239	\$463,511	+8
Package goods.....	28	12,793	6,852	\$520	12,995	6,480	\$499	95,613	96,125	-5	45,689	45,275	+1
Bar goods.....	33	67,049	29,950	.447	73,513	27,288	.371	727,727	721,761	+1	306,247	256,691	+20
Bulk goods.....	30	19,951	5,622	.282	17,013	5,237	.308	122,936	152,926	-20	36,835	41,965	-12
General line.....	21	45,208	14,271	.330	40,706	13,979	.345	306,344	327,881	-7	94,331	106,969	-12
Unclassified.....	13	6,649	1,698	.255	7,312	1,521	.208	60,361	48,519	+24	15,159	12,630	+20

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

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FOR RELEASE: February 16, 1949

SERIES: M16C-128

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

DECEMBER 1948

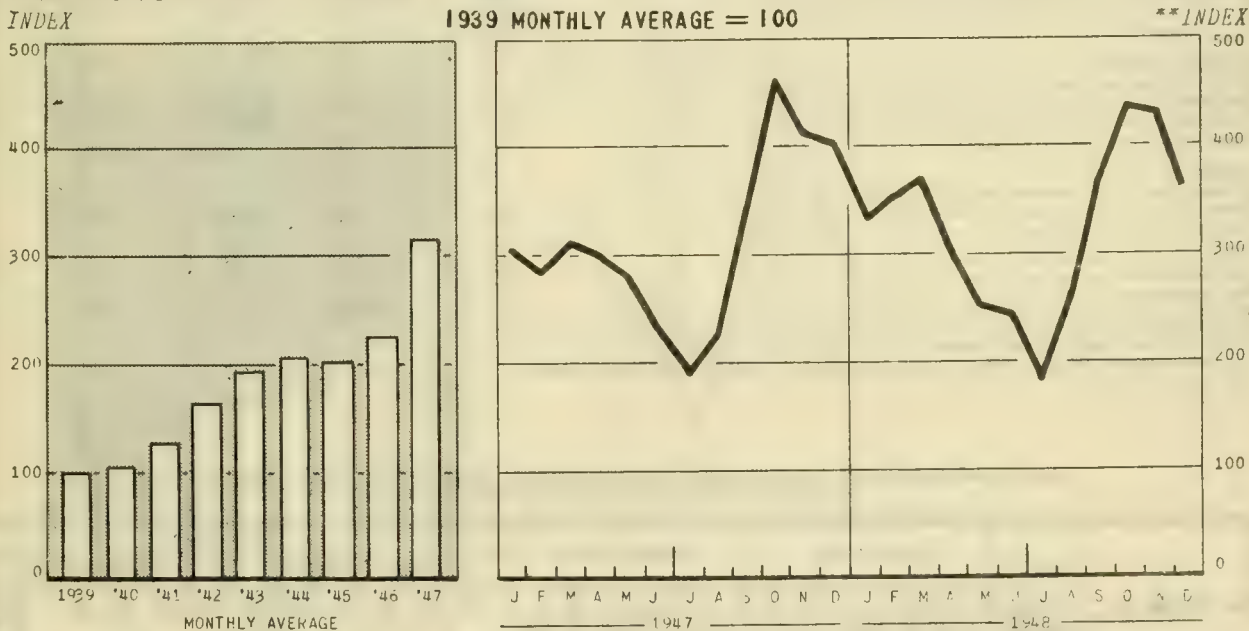
The Bureau of the Census, Department of Commerce, today announced that dollar sales of confectionery and chocolate manufacturers in December 1948 were down 8 percent from December 1947 and 16 percent below sales in November 1948; sales for the entire year 1948 were 3 percent over those of 1947. These data are based on confidential reports to the Bureau of the Census by 307 confectionery and chocolate manufacturers located throughout the country.

According to preliminary estimates, total candy sales of all manufacturers in the country amounted to slightly over a million dollars in 1948, compared with the previous high of \$950 million ¹/₂ reached in 1947.

During 1948, chocolate manufacturers accounted for all of the gain in dollar sales over 1947, the 38 percent increase experienced by these producers more than offsetting declines of 5 percent and 3 percent, respectively, in the sales of manufacturer-retailers and manufacturer-wholesalers.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Dollar Sales



** revised.

BUREAU OF THE CENSUS

* Conducted with the assistance of the National Confectioners Association.

1 The 1947 estimates appear to be slightly low according to preliminary tabulations of Census of Manufacturers reports. Final and more detailed figures for that year will appear in the Census publication "Sugar; Confectionery and Related Products" which will be published and offered for sale by the Superintendent of Documents in the near future.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, DECEMBER 1948

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales - current month			Sales of firms reporting year-to-date 2/	
		Percent change		December 1948 (add 000)	Percent change from 12 months, 1947	12 months, 1948 (add 000)
		December 1948 from December 1947	December 1948 from November 1948			
TOTAL.....	307	-8	-16	74,466	+3	802,785
Manufacturers-retailers.....	18	...	+147	5,089	-5	26,752
Manufacturers of chocolate products competitive with confectionery.....	12	+15	-11	14,398	+38	159,853
Other manufacturers by State in which located.....	277	-14	-21	54,979	-3	616,180
New England.....	25	+1	-11	8,545	+20	86,664
Atlantic.....	100	+1	-2	19,589	...	187,934
New York.....	29	-5	-19	6,325	+1	72,938
New Jersey.....						
Pennsylvania.....	42	+8	+19	11,204	+2	95,506
Maryland.....	17	-9	-8	759	-6	6,489
District of Columbia.....						
Virginia.....	12	-21	-35	1,301	-12	13,001
West Virginia.....						
North Carolina.....	71	-29	-34	18,516	-9	255,971
South Carolina.....						
Georgia.....	51	-31	-33	16,637	-9	236,160
Florida.....						
East North Central.....	8	+14	-45	879	-6	9,646
Illinois.....	12	-15	-28	1,000	-17	10,165
Ohio.....						
Indiana.....	19	-23	-44	2,014	-21	21,693
Michigan.....						
Wisconsin.....	9	-23	-36	500	-10	5,310
West North Central.....						
Minnesota.....	10	-24	-46	1,514	-24	16,383
North Dakota.....						
South Dakota.....	6	-22	-52	794	-18	11,496
Nebraska.....						
Iowa.....	12	-14	-31	1,498	+11	12,362
Missouri.....						
East South Central.....	8	-3	-9	901	-11	6,598
Kentucky.....	36	-8	-21	3,122	-1	33,462
Tennessee.....						
Alabama.....	26	-7	-21	2,669	+3	28,672
Mississippi.....						
West South Central.....	10	-13	-20	453	-20	4,790
Arkansas.....	36	-8	-21	3,122	-1	33,462
Louisiana.....						
Oklahoma.....	26	-7	-21	2,669	+3	28,672
Texas.....						
Mountain.....	10	-13	-20	453	-20	4,790
Colorado.....	36	-8	-21	3,122	-1	33,462
Idaho.....						
Utah.....	26	-7	-21	2,669	+3	28,672
Pacific.....						
California.....	10	-13	-20	453	-20	4,790
Washington.....	36	-8	-21	3,122	-1	33,462
Oregon.....						

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, FOUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, DECEMBER 1948

Type of house 1/	Number of firms reporting 2/	December 1948			December 1947			12 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average	1948	1947	Percent change 1948 from 1947	1948	1947	Percent change 1948 from 1947
TOTAL.....	122	117,104	\$49,230	...	136,074	\$52,638	...	1,428,085	1,483,286	-4	\$549,469	\$516,149	+6
Package goods.....	26	14,038	9,509	\$677	13,028	7,858	\$603	107,651	109,153	-1	55,178	53,133	+4
Bar goods.....	33	59,879	26,420	.441	73,336	29,015	.396	787,606	795,097	-1	334,667	285,706	+17
Bulk goods.....	30	11,214	3,309	.295	14,647	4,501	.307	134,150	167,573	-20	40,142	46,457	-14
General line.....	21	25,674	8,343	.325	29,681	9,796	.330	332,018	357,562	-7	102,674	116,755	-12
Unclassified.....	12	6,299	1,649	.262	5,382	1,468	.273	66,660	53,901	+24	16,808	14,098	+19

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: March 16, 1949

SERIES: 176C-19

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

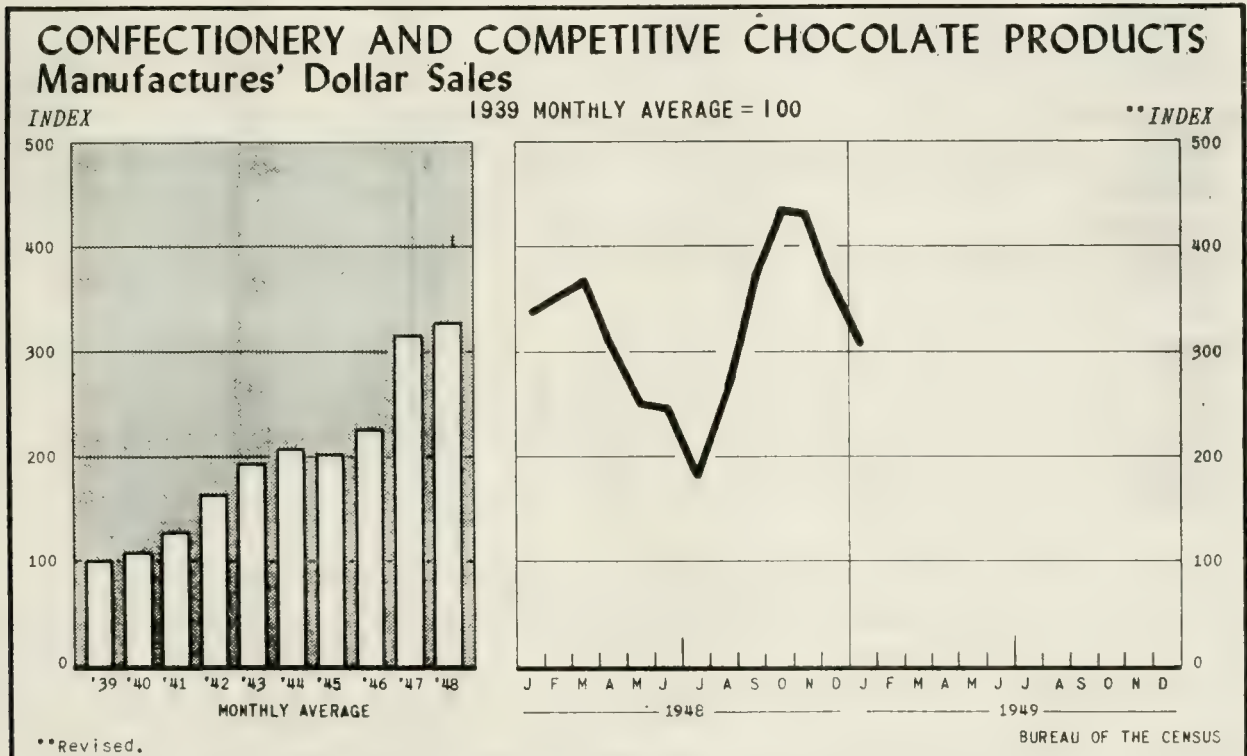
Manufacturers' Sales*

January 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers during January were down 7 percent from January 1948 and 15 percent from December 1948.

Sales of manufacturer-retailers dropped 13 percent from January of the previous year and 72 percent from December. Chocolate manufacturers showed a 31 percent gain in sales compared with January last year, but a loss of 3 percent from December, while sales of manufacturer-wholesalers were down 14 percent and 13 percent, respectively. These data are based on confidential reports submitted to the Bureau of the Census by 314 confectionery and chocolate manufacturers located throughout the United States.

January poundage sales of 122 manufacturers, as shown in table 2, were down 5 percent, and their dollar sales were down 4 percent from January last year.



* Conducted with the assistance of the National Confectioners Association.

Prepared by Bureau of the Census, Industry Division, Foods Section

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY TYPE OF BUSINESS AND GEOGRAPHIC DIVISION, JANUARY 1949

Kind of business, geographic division, and State	Number of firms re- porting	Sales - current month		
		Percent change		January 1949 (add 000)
		January 1949 from January 1948	January 1949 from December 1948	
TOTAL.....	314	-7	-15	64,157
Manufacturer-retailers.....	22	-13	-72	1,450
Manufacturers of chocolate products competitive with confectionery..	11	+31	-1	13,992
Other manufacturers by State in which located.....	281	-14	-13	42,715
New England.....	28	+7	-15	7,585
Atlantic.....	98	-5	-23	17,362
New York.....	30	-5	-12	3,592
New Jersey.....				
Pennsylvania.....				
Maryland.....	41	-3	-32	7,941
District of Columbia.....				
Virginia.....				
West Virginia.....	16	-8	-31	488
North Carolina.....				
South Carolina.....				
Georgia.....	11	-12	+6	1,338
East North Central.....				
Illinois.....				
Ohio.....	51	-27	+1	12,803
Indiana.....				
Michigan.....				
Wisconsin.....	9	-1	-4	891
West North Central.....				
Minnesota.....				
North Dakota.....	10	-4	-9	542
South Dakota.....				
Nebraska.....				
Iowa.....	11	-34	-30	1,095
Missouri.....				
East South Central.....				
Kentucky.....	8	-23	-15	784
Tennessee.....				
Alabama.....				
Mississippi.....	11	-1	-10	1,237
West South Central.....				
Arkansas.....				
Louisiana.....	11	-1	-10	1,237
Oklahoma.....				
Texas.....				
Mountain.....	8	-9	-32	577
Colorado.....				
Idaho.....				
Utah.....	35	+7	-15	2,730
Pacific.....				
California.....				
Washington.....	25	+6	-12	2,333
Oregon.....				
Oregon.....				

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, JANUARY 1949

Type of house 1/	Number of firms re- porting 2/	January 1949			January 1948			Percent change January 1949 from January 1948	
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds	Value
TOTAL.....	122	113,083	\$44,475	...	119,541	\$46,219	...	-5	-4
Package goods.....	26	9,502	5,317	\$3.560	9,148	4,896	\$3.535	+4	+1
Bar goods.....	33	62,318	26,788	.430	64,815	26,429	.408	-4	-1
Bulk goods.....	29	10,984	3,069	.279	11,819	3,790	.321	-7	-12
General line.....	21	25,103	8,075	.322	28,670	9,842	.343	-12	-10
Unclassified.....	13	5,176	1,226	.237	5,089	1,262	.248	+2	+1

1/ Groups are by kind of business and not by type of product.
2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: April 8, 1949

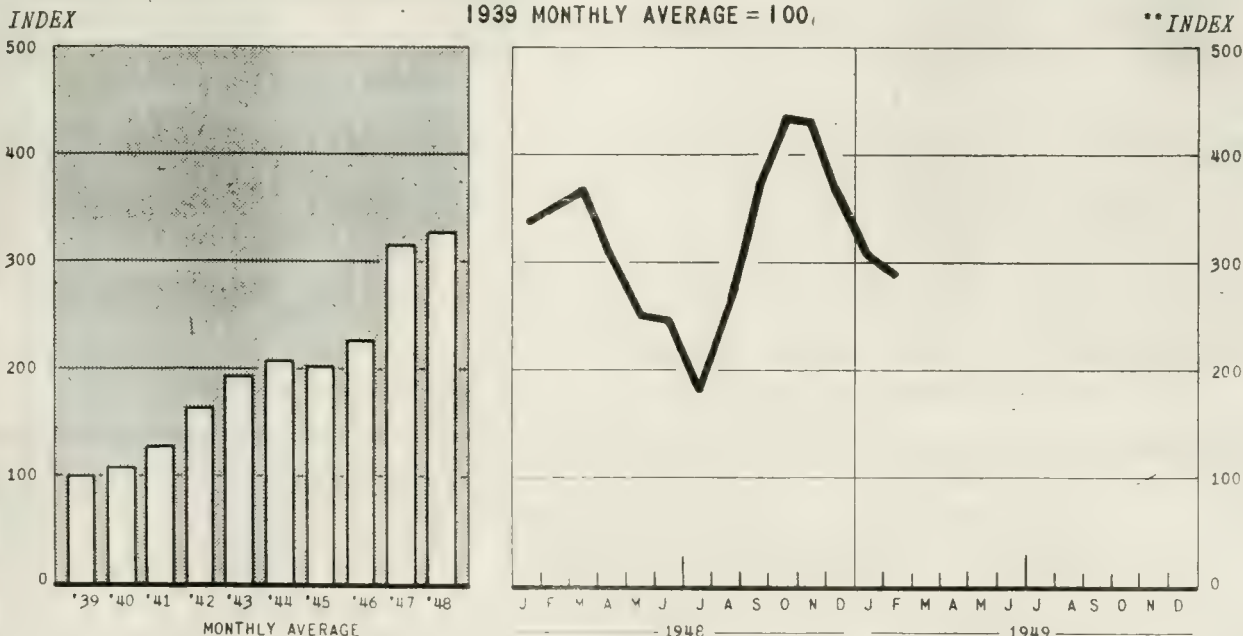
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

February 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers during February were down 16 percent from February 1948 and were 6 percent below January sales. February dollar sales of chocolate manufacturers were 1 percent higher than in February 1948, while those of manufacturer-retailers and manufacturer-wholesalers were down 8 percent and 20 percent respectively. February dollar sales of manufacturer-retailers were 61 percent more than in January, showing their usual seasonal increase. Chocolate manufacturers' sales were down 6 percent and those of manufacturer-wholesalers were down 8 percent from January. These data are based on confidential reports submitted to the Bureau of the Census by 311 confectionery and chocolate manufacturers located throughout the United States. (See reverse for detailed statistics.)

Poundage sales as reported by 122 manufacturers (table 2) were 12 percent less than in February 1948, while their dollar sales were down 17 percent. Recent decreases in the price of confectionery are reflected in table 2. The average value per pound of products by each type of house is below that of a year ago, and poundage sales of these manufacturers during the first 2 months of 1949 were 9 percent below those of the corresponding period last year while their dollar sales were down 11 percent.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS
Manufactures' Dollar Sales

**Revised.

* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY KIND OF BUSINESS AND LOCATION, FEBRUARY 1949

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales—current month			Sales of firms reporting year-to-date 2/	
		Percent change		February 1949 (add 000)	Percent change from 2 months 1948	2 months 1949 (add 000)
		February 1949 from February 1948	February 1949 from January 1949			
TOTAL.....	311	-16	-6	\$60,360	-11	\$125,283
Manufacturers-retailers.....	21	-8	+61	2,317	-10	3,767
Manufacturers of chocolate products competitive with confectionery.....	12	+1	-6	13,142	+15	27,134
Other manufacturers by State in which located..	278	-20	-8	44,901	-16	94,382
New England.....	28	-17	-14	6,531	-6	14,116
Atlantic.....	98	-15	-12	13,605	-10	29,027
New York.....	30	-11	-12	4,927	-8	10,548
New Jersey.....						
Pennsylvania.....	41	-17	-6	7,459	-10	15,403
Maryland.....	16	-14	-11	432	-8	951
District of Columbia.....						
Virginia.....						
West Virginia.....						
North Carolina.....						
South Carolina.....	11	-22	-42	787	-16	2,125
Georgia.....						
Florida.....						
East North Central.....	70	-26	...	18,685	-26	37,900
Illinois.....	50	-28	+1	16,954	-28	34,192
Ohio.....	8	+26	+3	850	+10	1,741
Indiana.....						
Michigan.....	12	-9	-19	881	+1	1,967
Wisconsin.....						
West North Central.....	19	-20	+6	1,613	-24	3,250
Minnesota.....	8	-14	-16	365	-8	907
North Dakota.....						
South Dakota.....						
Nebraska.....						
Iowa.....	11	-21	+14	1,248	-28	2,343
Missouri.....						
East South Central	7	-34	-7	728	-28	1,512
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	13	-25	-37	831	-8	2,164
West South Central						
Arkansas.....						
Louisiana.....						
Oklahoma.....	7	+3	-13	490	-4	1,067
Texas.....						
Mountain	36	-4	-12	2,418	+5	5,346
Colorado.....						
Idaho.....						
Utah.....	25	-2	-9	2,122	+3	4,464
Pacific.....						
California.....	11	-18	-29	296	+21	882
Washington.....						
Oregon.....						

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, FEBRUARY 1949

Type of house 1/	Number of firms reporting 2/	February 1949			February 1948			2-months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	122	111,337	\$41,165	...	126,549	\$49,502	...	224,573	246,358	-9	\$85,670	\$95,778	-11
Package goods.....	26	8,071	3,605	\$447	9,471	4,807	\$508	17,573	18,619	-6	8,922	9,703	-8
Bar goods.....	33	64,019	26,285	.411	72,030	30,309	.421	126,337	136,845	-8	53,073	56,738	-6
Bulk goods.....	30	10,241	2,795	.273	11,610	3,738	.322	21,378	23,697	-10	5,894	7,585	-23
General line.....	21	24,970	7,462	.299	28,558	9,297	.326	50,073	57,228	-13	15,537	19,139	-19
Unclassified.....	12	4,036	1,018	.252	4,880	1,351	.277	9,212	9,969	-8	2,244	2,613	-14

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: May 6, 1949

SERIES: M16C-39

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

March 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers during March were 7 percent higher than in February and 14 percent below March 1948 sales. The manufacturer-wholesalers accounted for the largest increase in March sales over February sales, 10 percent, because of preparations for the Easter trade, while chocolate manufacturers' sales increased 3 percent and those of manufacturer-retailers dropped 35 percent. March sales of all types of confectionery manufacturers were below their March 1948 sales, with those of manufacturer-retailers showing a drop of 50 percent while those of chocolate manufacturers and manufacturer-wholesalers were down 9 percent and 13 percent respectively. These data are based on confidential reports submitted to the Bureau of the Census by 317 confectionery and chocolate manufacturers located throughout the United States. (See reverse side for detailed statistics.)

Continued declines in the price of confectionery are indicated by the pound and dollar sales of 123 manufacturers as shown in table 2. For the first 3 months of 1949, the poundage sales of these manufacturers were 8 percent below the corresponding period a year ago while their dollar sales were down 12 percent, compared with declines of 9 percent in poundage sales and 11 percent in dollar sales for the first 2 months of the year for the 122 manufacturers included in the February tabulations released a month ago. The average price per pound of confectionery for each type of house, except for manufacturers selling package goods primarily, was below the average price last month.

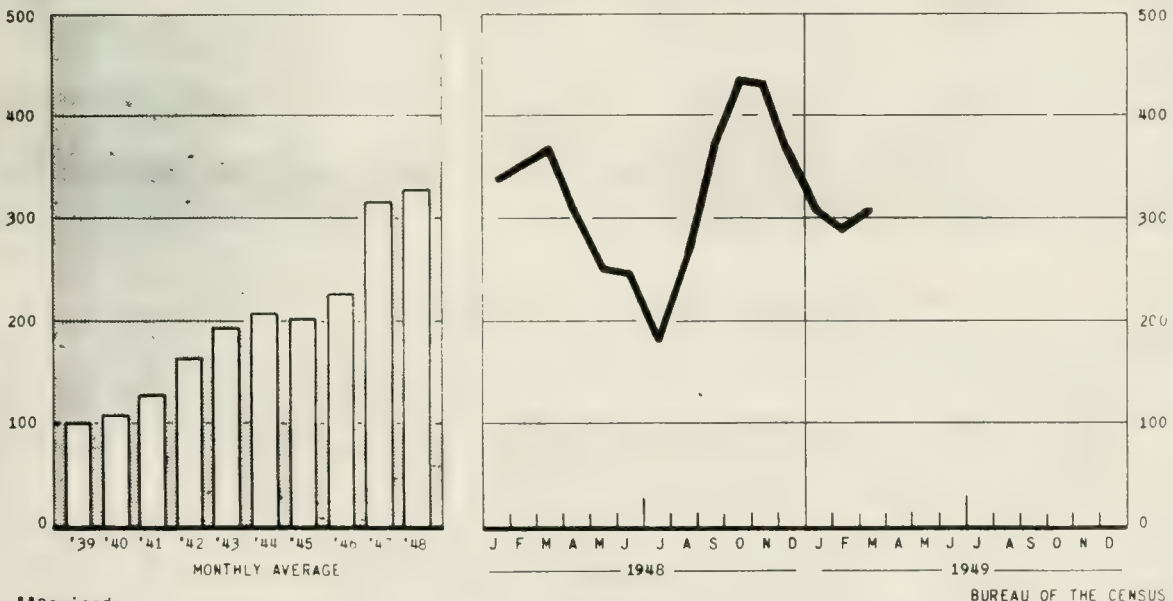
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufactures' Dollar Sales

INDEX

1939 MONTHLY AVERAGE = 100

** INDEX



* Conducted with the assistance of the National Confectioners Association.

**Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY KIND OF BUSINESS AND LOCATION, MARCH 1949**

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales-current month			Sales of firms reporting year-to-date 2/		
		Percent change		March 1949 (add 000)	Percent change from 3 months 1948	3 months 1949 (add 000)	
		March 1949 from March 1948	March 1949 from February 1949				
TOTAL.....	317	-14	+7	\$65,036	-12	\$191,141	
Manufacturer-retailers.....	22	-50	-35	1,512	-27	5,279	
Manufacturers of chocolate products competitive with confectionery	12	-9	+3	13,572	+6	40,706	
Other manufacturers by State in which located.....	283	-13	+10	49,952	-15	145,156	
New England.....	27	-22	+5	6,810	-12	20,926	
Atlantic.....	102	-4	+17	16,258	-7	45,614	
New York.....	31	+1	+23	6,323	-4	17,119	
New Jersey.....							
Pennsylvania.....	43	-7	+11	8,320	-9	23,783	
Maryland.....	17	-6	+13	512	-6	1,484	
District of Columbia.....							
Virginia.....	11	+3	+40	1,103	-10	3,228	
West Virginia.....							
North Carolina.....	49	-21	+7	17,802	-26	52,013	
South Carolina.....							
Georgia.....	12	-18	-20	709	-5	2,676	
Florida.....							
East North Central.....	71	-20	+6	19,493	-24	57,483	
Illinois.....	49	-21	+7	17,802	-26	52,013	
Ohio.....	10	+27	+7	982	+19	2,794	
Indiana.....							
Michigan.....	12	-18	-20	709	-5	2,676	
Wisconsin.....							
West North Central.....	22	-7	-1	2,030	-16	5,402	
Minnesota.....	10	+12	+1	496	+7	1,525	
North Dakota.....							
South Dakota.....	12	-12	-2	1,534	-22	3,877	
Nebraska.....							
Iowa.....	7	-17	+8	789	-25	2,501	
Missouri.....							
East South Central	12	-3	+29	1,067	-7	3,231	
Kentucky.....							
Tennessee.....	8	+1	+18	589	-2	1,667	
Alabama.....							
Mississippi.....	34	+7	+20	2,916	+9	8,532	
West South Central							
Arkansas.....	24	+5	+18	2,504	+7	7,192	
Louisiana.....							
Oklahoma.....	10	+17	+38	412	+24	1,340	
Texas.....							
Mountain	8	+1	+18	589	-2	1,667	
Colorado.....							
Idaho.....	34	+7	+20	2,916	+9	8,532	
Utah.....							
Pacific.....	24	+7	+20	2,916	+9	8,532	
California.....	34	+5	+18	2,504	+7	7,192	
Washington.....	10	+17	+38	412	+24	1,340	
Oregon.....							

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

**Table 2.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, MARCH 1949**

Type of house 1/	Number of firms reporting 2/	March, 1949			March, 1948			3 months					
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	123	126,243	\$44,396	...	133,637	\$52,152	...	350,816	379,995	-8	\$130,066	\$147,930	-12
Package goods.....	26	8,974	4,430	\$3.494	9,350	4,786	\$5.12	26,547	27,969	-5	13,352	14,489	-8
Bar goods.....	33	73,254	28,212	.385	81,287	34,237	.421	199,591	218,132	-9	81,285	90,975	-11
Bulk goods.....	30	10,248	2,591	.253	10,324	3,197	.310	31,626	34,021	-7	8,485	10,762	-21
General line.....	21	26,881	7,967	.276	27,709	8,588	.310	78,954	84,937	-7	23,504	27,727	-15
Unclassified.....	13	4,886	1,196	.245	4,967	1,344	.271	14,098	14,936	-6	3,440	3,957	-13

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: June 7, 1949

SERIES: M16C-49

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

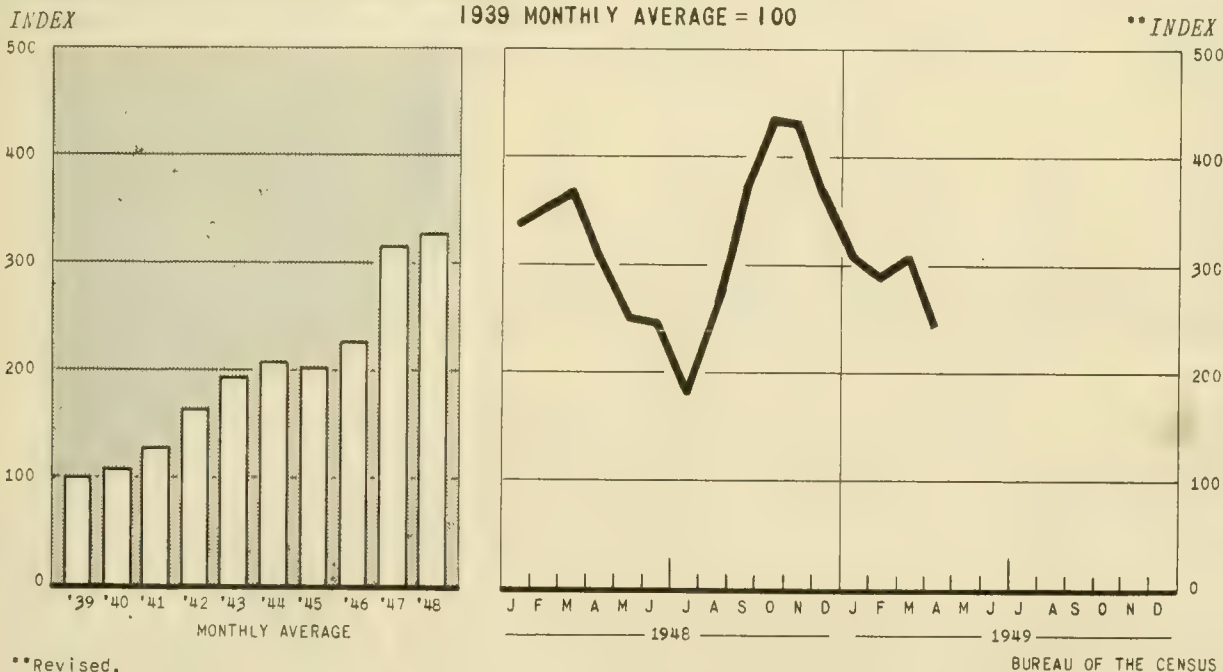
APRIL 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers for the first 4 months of 1949 were 13 percent below the corresponding period a year ago. These data are based on confidential reports submitted to the Bureau of the Census by more than 300 confectionery and chocolate manufacturers located throughout the United States. Sales of manufacturer-wholesalers, the largest group reporting, were down 14 percent while those of manufacturer-retailers and of chocolate manufacturers were down 7 percent and 8 percent respectively. (See table 1 for detailed statistics.)

Poundage sales reported by 121 manufacturers (table 2) for the first 4 months of 1949 were down 9 percent from the first 4 months of 1948, while dollar sales were down 15 percent. These manufacturers reported April dollar sales down 25 percent and pounds sold down 13 percent from April last year.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufactures' Dollar Sales



* Conducted with the assistance of the National Confectioners Association.

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Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, APRIL 1949

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales-current month		Sales of firms reporting year-to-date 2/		
		Percent change		April 1949 (add 000)	Percent change from 4 months 1948	4 months 1949 (add 000)
		April 1949 from April 1948	April 1949 from March 1949			
TOTAL.....	313	-18	-21	\$50,885	-13	\$242,289
Manufacturer-retailers.....	21	+83	+81	2,758	-7	8,056
Manufacturers of chocolate products competitive with confectionery.....	12	-43	-35	8,843	-8	49,549
Other manufacturers by State in which located.....	280	-13	-21	39,284	-14	184,684
New England.....	27	-22	-21	5,400	-14	26,385
Atlantic.....	100	-5	-22	12,668	-7	58,282
New York.....	31	-18	-29	4,505	-7	21,624
New Jersey.....						
Pennsylvania.....	41	+5	-19	6,659	-6	30,442
Maryland.....						
District of Columbia.....	18	-2	-17	438	-5	1,922
Virginia.....						
West Virginia.....	10	-1	...	1,066	-8	4,294
North Carolina.....						
South Carolina.....	67	-18	-21	15,189	-22	72,689
Georgia.....						
East North Central.....	46	-19	-21	13,875	-24	65,905
Illinois.....	9	+16	-30	680	+18	3,474
Ohio.....						
Indiana.....	12	-7	-10	634	-5	3,310
Michigan.....						
Wisconsin.....	22	-17	-28	1,455	-16	6,857
West North Central.....						
Minnesota.....	10	+75	-6	463	+17	1,988
North Dakota.....						
South Dakota.....	12	-33	-35	992	-25	4,869
Nebraska.....						
Iowa.....	8	+7	-14	712	-18	3,048
Missouri.....						
East South Central.....	11	+6	+2	1,086	-4	4,317
Kentucky.....						
Tennessee.....	8	+7	-14	712	-18	3,048
Alabama.....						
Mississippi.....	11	+6	+2	1,086	-4	4,317
West South Central.....						
Arkansas.....	8	+3	-15	499	-1	2,166
Louisiana.....						
Oklahoma.....	37	-11	-24	2,275	+6	10,940
Texas.....						
Mountain.....	25	-14	-24	1,934	+3	9,199
Colorado.....	12	+8	-21	341	+25	1,741
Idaho.....						
Utah.....	37	-11	-24	2,275	+6	10,940
Pacific.....						
California.....	25	-14	-24	1,934	+3	9,199
Washington.....	12	+8	-21	341	+25	1,741
Oregon.....						

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, FOUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, APRIL 1949

Type of house 1/	Number of firms reporting 2/	April 1949			April 1948			4 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	121	101,063	\$34,096	...	116,543	\$45,425	...	451,879	496,538	-9	\$164,162	\$193,355	-15
Package goods.....	26	8,306	4,459	\$537	8,375	4,111	\$491	34,853	36,344	-4	17,811	18,600	-4
Bar goods.....	33	60,302	21,379	.355	73,931	31,544	.427	259,893	292,063	-11	102,664	122,519	-16
Bulk goods.....	29	8,101	1,977	.244	7,682	2,319	.302	39,727	41,703	-5	10,462	13,101	-20
General line.....	20	19,801	5,098	.257	21,586	6,243	.289	98,755	106,523	-7	28,602	33,970	-16
Unclassified.....	13	4,553	1,183	.260	4,969	1,208	.243	18,651	19,905	-6	4,623	5,165	-11

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: July 19, 1949

SERIES: M16C-59

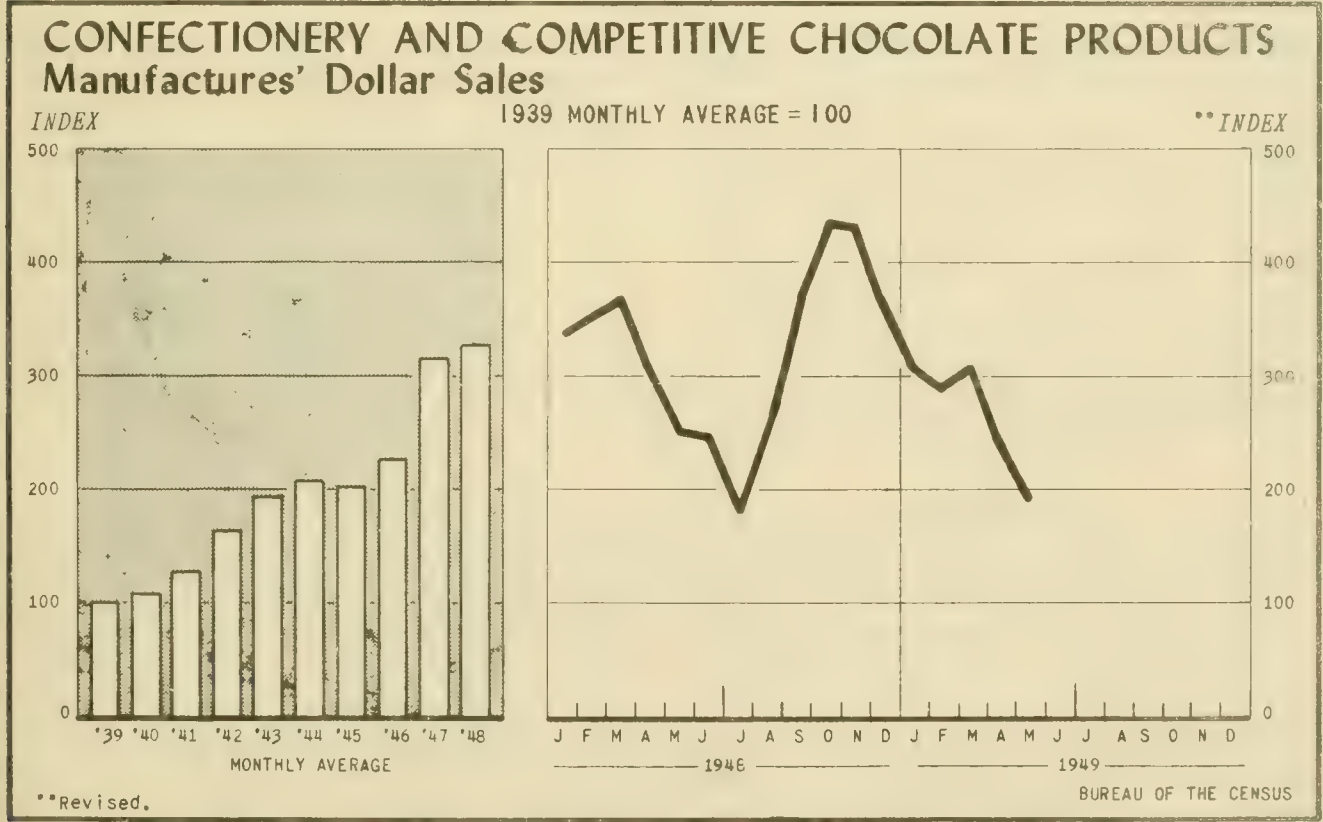
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

MAY 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers for the first 5 months of 1949 were down 15 percent from the corresponding period of last year. May dollar sales of these manufacturers were 21 percent below their sales in May 1948. These data are based on confidential reports submitted to the Bureau of the Census by more than 300 confectionery and chocolate manufacturers located throughout the United States. (See table 1 for detailed statistics.)

The average price of confectionery and competitive chocolate products continued to decline during May, as shown by the sales of 120 manufacturers reporting both pound and dollar sales (table 2). Dollar sales of these manufacturers were down 27 percent from May last year, while poundage sales were down 9 percent. For the year-to-date, dollar sales were down 17 percent and poundage sales were down 9 percent from the corresponding period of last year.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, MAY 1949

Kind of business, geographic division, and State	Number of firms reporting 1/	Sales—current month			Sales of firms reporting year-to-date 2/	
		Percent change		May 1949 (add 000)	Percent change from 5 months 1948	5 months 1949 (add 000)
		May 1949 from May 1948	May 1949 from April 1949			
TOTAL.....	307	-21	-21	\$40,498	-15	\$283,096
Manufacturer-retailers.....	21	-23	-39	1,684	-11	9,811
Manufacturers of chocolate products competitive with confectionery.....	12	-56	-34	5,823	-18	55,372
Other manufacturers by State in which located.....	274	-8	-16	32,991	-14	217,913
New England.....	26	-24	-23	4,169	-16	30,565
Atlantic.....	97	-8	-15	10,652	-8	69,260
New York.....	30	-14	-6	4,249	-9	26,108
New Jersey.....						
Pennsylvania.....	39	-5	-18	5,392	-6	35,890
Maryland.....	17	-5	-13	377	-9	2,304
District of Columbia.....						
Virginia.....						
West Virginia.....						
North Carolina.....						
South Carolina.....	11	+10	-41	634	-6	4,958
Georgia.....						
Florida.....						
East North Central.....	69	-5	-12	13,752	-21	85,986
Illinois.....	51	-6	-11	12,722	-23	79,132
Ohio.....	7	+5	-11	540	+15	4,051
Indiana.....						
Michigan.....	11	+15	-19	490	-3	3,803
Wisconsin.....						
West North Central.....	21	+13	-15	1,101	-7	7,538
Minnesota.....	10	+42	-28	340	+16	2,330
North Dakota.....						
South Dakota.....						
Nebraska.....						
Iowa.....	11	+4	-7	761	*-14	*5,208
Missouri.....						
East South Central.....	7	+8	-19	562	-16	3,635
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	12	-8	-56	478	-6	4,789
West South Central.....						
Arkansas.....						
Louisiana.....						
Oklahoma.....	7	+6	-21	387	...	2,554
Texas.....						
Mountain.....	35	-5	-16	1,890	-1	12,586
Colorado.....						
Idaho.....						
Utah.....	24	-5	-13	1,663	-1	10,712
Pacific.....						
California.....	11	-3	-31	227	*-3	*1,874
Washington.....						
Oregon.....						

* Year-to-date figures revised for these States.

1/ Number does not apply in all cases to the year-to-date figures.

2/ Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, MAY 1949

Type of house 1/	Number of firms reporting 2/	May 1949			May 1948			5 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	120	87,050	\$26,923	...	95,369	\$36,905	...	539,276	592,321	-9	\$191,170	\$230,356	-17
Package goods....	25	6,152	2,498	\$.406	6,288	3,057	\$.486	41,005	42,632	-4	20,309	21,657	-6
Bar goods.....	32	50,784	17,297	.341	55,723	24,711	.443	310,677	347,786	-11	119,961	147,230	-19
Bulk goods.....	30	7,636	1,655	.217	6,669	1,916	.287	47,603	48,683	-2	12,178	15,095	-19
General line.....	21	18,143	4,441	.245	22,175	6,051	.273	117,005	128,801	-9	33,067	40,039	-17
Unclassified.....	12	4,335	1,032	.238	4,514	1,170	.259	22,986	24,419	-6	5,655	6,335	-11

1/ Groups are by kind of business and not by type of product.

2/ Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: August 15, 1949

SERIES: M16C-69

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

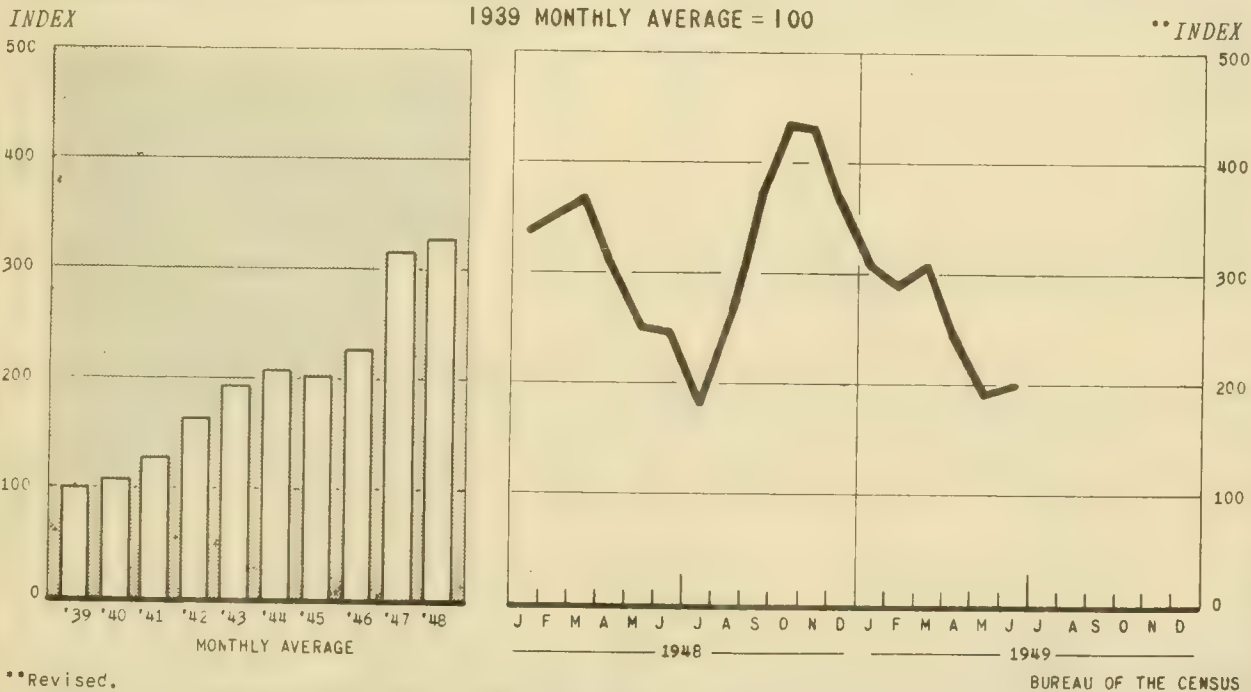
JUNE 1949

The Bureau of the Census, Department of Commerce announced today that dollar sales of confectionery and chocolate manufacturers for the first half of 1949 were down 15 percent from first half of 1948. June dollar sales of these manufacturers, however, were up 4 percent from the previous month's figure. The pattern for the overall June rise over May was set by the 5 percent gain of the manufacturer-wholesalers, the largest reporting group whereas manufacturer-retailers reported a 28 percent decline in June. These data are based on confidential reports submitted to the Bureau of the Census by more than 300 confectionery and chocolate manufacturers located throughout the United States. (See table 1 for detailed statistics.)

The June average price of such confectionery and chocolate products continued to decline as shown by the sales of 118 manufacturers reporting June figures for both 1948 and 1949. (See table 2.) Dollar sales of these manufacturers were down 20 percent while poundage sales declined 3 percent. For the year to date, dollar sales were down 17 percent and poundage sales were 8 percent below last year.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufactures' Dollar Sales



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, JUNE 1949

Kind of business, geographic division, and State	Number of firms reporting ¹	Sales-current month			Sales of firms reporting year-to-date ²	
		Percent change		June 1949 (add 000)	Percent change from 6 months 1948	6 months 1949 (add 000)
		June 1949 from June 1948	June 1949 from May 1949			
TOTAL.....	303	-17	+4	\$41,519	-15	\$324,935
Manufacturer-retailers.....	23	-24	-28	1,215	-12	11,034
Manufacturers of chocolate products competitive with confectionery..	12	-43	+5	6,122	-21	61,494
Other manufacturers by State in which located.....	268	-9	+5	34,182	-13	252,407
New England.....	26	-27	+3	4,326	-17	34,921
Atlantic.....	94	-7	+6	10,987	-7	80,391
New York.....	29	-14	+6	4,329	-10	30,450
New Jersey.....						
Pennsylvania.....	39	-1	+6	5,743	-6	41,758
Maryland.....	16	-13	-2	360	-10	2,670
District of Columbia.....						
Virginia.....	10	+2	+9	555	-5	5,513
West Virginia.....						
North Carolina.....	65	-6	+8	14,553	-19	101,592
South Carolina.....						
Georgia.....	47	-7	+9	13,612	-21	92,772
Florida.....						
East North Central.....	8	-5	-10	438	+13	4,489
Illinois.....	12	+5	-2	503	-2	4,331
Ohio.....						
Indiana.....	20	+5	-9	986	-6	8,516
Michigan.....						
Wisconsin.....	10	+26	+2	338	+17	2,660
West North Central.....						
Minnesota.....	10	-4	-13	648	-13	5,856
North Dakota.....						
South Dakota.....	8	+16	-1	569	-13	4,216
Nebraska.....						
Iowa.....	13	-25	-10	432	-8	5,227
Missouri.....						
East South Central.....	8	+2	-3	381	...	2,942
Kentucky.....						
Tennessee.....	34	-1	+4	1,948	-1	14,602
Alabama.....						
Mississippi.....	24	-1	+4	1,731	-1	12,484
West South Central....						
Arkansas.....	10	...	...	217	-2	2,118
Louisiana.....						
Oklahoma.....	8	+2	-3	381	...	2,942
Texas.....						
Mountain.....	34	-1	+4	1,948	-1	14,602
Colorado.....						
Idaho.....	24	-1	+4	1,731	-1	12,484
Utah.....						
Pacific.....	10	...	...	217	-2	2,118
California.....	10	...	...	217	-2	2,118
Washington.....						
Oregon.....	10	...	...	217	-2	2,118

¹Number does not apply in all cases to the year-to-date figures.²Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, JUNE 1949

Type of house ¹	Number of firms reporting ²	June 1949			June 1948			6 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	118	94,466	\$28,779	...	97,815	\$35,847		633,742	690,136	-8	\$219,949	\$266,203	-17
Package goods.....	25	6,272	2,278	\$.363	6,179	2,518	\$.408	47,277	48,611	-3	22,587	24,175	-7
Bar goods.....	31	55,856	18,920	.339	55,610	23,789	.428	366,513	403,396	-9	138,881	171,019	-19
Bulk goods.....	30	7,295	1,632	.224	7,339	2,157	.294	54,898	56,022	-2	13,810	17,252	-20
General line.....	20	20,500	4,860	.237	23,296	6,061	.260	137,505	152,097	-10	37,927	46,100	-18
Unclassified.....	12	4,563	1,089	.239	5,391	1,322	.245	27,549	29,810	-8	6,744	7,657	-12

¹Groups are by kind of business and not by type of product.²Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: September 15, 1949

SERIES: ML6C-79

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

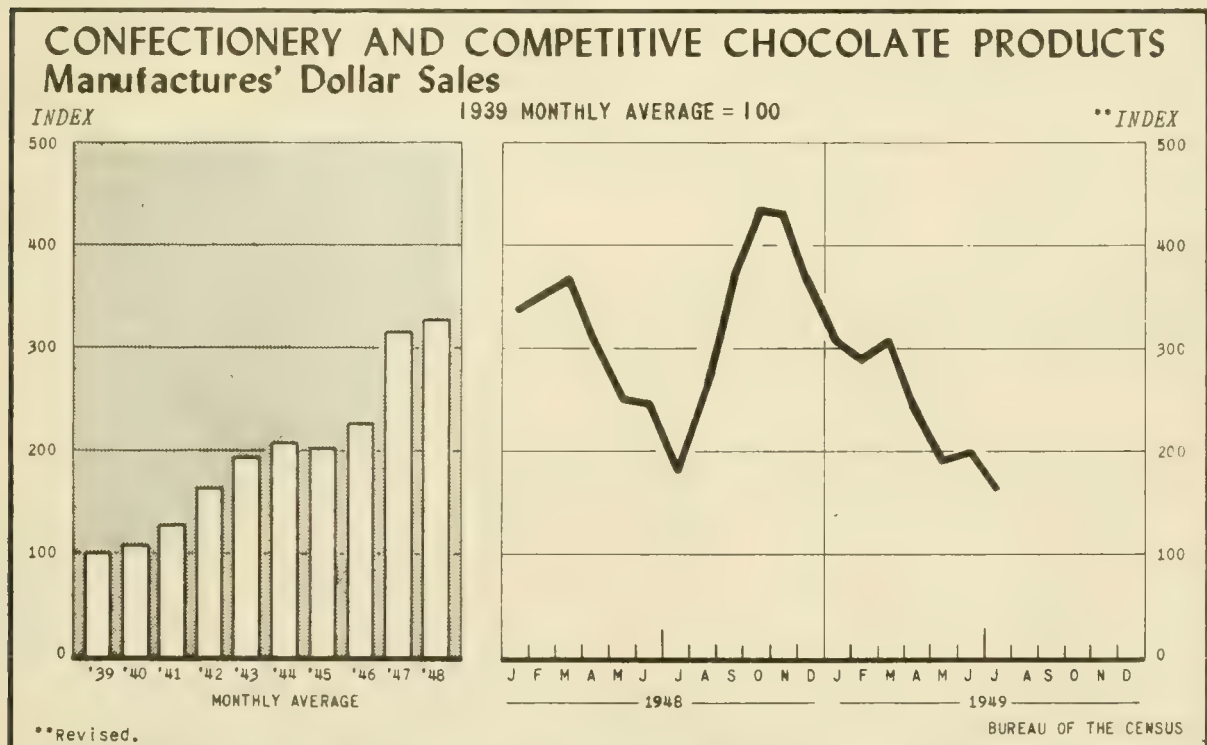
Manufacturers' Sales*

JULY 1949

The Bureau of the Census, Department of Commerce, announced today that dollar sales of confectionery and chocolate manufacturers for the first seven months of 1949 were down 16 percent compared with the corresponding period of 1948. July dollar sales dropped 29 percent from the June level and were 23 percent below July of last year. A decline of 28 percent in July was reported by the manufacturer wholesalers; sales of chocolate manufacturers decreased 39 percent from their June level.

These data are based on confidential reports submitted to the Bureau of the Census by more than 800 confectionery and chocolate manufacturers located throughout the United States. (See table 1 for detailed statistics).

The July average price of these confectionery and chocolate products continued to decline as shown by the sales of 119 manufacturers reporting July figures for both 1948 and 1949. (See table 2.) Dollar sales of these manufacturers were down 26 percent while poundage sales declined 14 percent. For the seven months to date, dollar sales were down 18 percent and poundage sales were 9 percent below the corresponding period of 1948.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, JULY 1949

Kind of business, geographic division, and State	Number of firms reporting ¹	Sales-current month			Sales of firms reporting year-to-date ²	
		Percent change		July 1949 (add 000)	Percent change from 7 months 1948	7 months 1949 (add 000)
		July 1949 from July 1948	July 1949 from June 1949			
TOTAL.....	311	-28	-29	\$29,772	-16	\$354,998
Manufacturer-retailers.....	22	-21	-5	1,154	-13	12,188
Manufacturers of chocolate products competitive with confectionery..	12	-47	-39	3,724	-24	65,218
Other manufacturers by State in which located.....	277	-18	-28	24,894	-14	277,587
New England.....	26	-25	-42	2,493	-18	37,426
Atlantic.....	97	-14	-22	8,805	-8	89,262
New York.....	30	-12	-10	4,084	-10	34,484
New Jersey.....	39	-17	-32	3,918	-7	45,716
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....	17	-29	-24	294	-12	2,964
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	11	-10	-17	559	-5	6,188
Florida.....						
East North Central.....	71	-20	-30	10,363	-19	112,008
Illinois.....	51	-21	-30	9,626	-21	102,399
Ohio.....	8	-13	-30	352	-10	4,886
Indiana.....						
Michigan.....	12	-10	-22	390	-1	4,721
Wisconsin.....						
West North Central.....	20	-12	-39	608	-6	9,124
Minnesota.....						
North Dakota.....	10	-15	-42	195	-16	2,855
South Dakota.....						
Nebraska.....						
Iowa.....	10	-21	-36	413	-14	6,269
Missouri.....						
East South Central.....						
Kentucky.....	8	-1	-17	470	-12	4,686
Tennessee.....						
Alabama.....						
Mississippi.....						
West South Central.....						
Arkansas.....	12	-32	-14	368	-10	5,595
Louisiana.....						
Oklahoma.....						
Texas.....						
Mountain.....						
Colorado.....	8	-13	-29	272	-1	3,214
Idaho.....						
Utah.....						
Pacific.....	35	-7	-22	1,510	-1	16,182
California.....	23	-15	-27	1,245	-2	13,758
Washington.....	12	+67	+16	265	+4	2,424
Oregon.....						

¹ Number does not apply in all cases to the year-to-date figures.² Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, JULY 1949

Type of house ¹	Number of firms reporting ²	July 1949			July 1948			7 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	119	64,000	\$19,701	...	74,451	\$26,769	...	697,755	764,610	-9	\$239,662	\$292,986	-18
Package goods.....	26	5,494	2,095	\$.381	5,357	2,253	\$.421	52,784	54,191	-3	24,694	26,442	-7
Bar goods.....	31	35,325	12,188	.345	41,858	17,243	.412	401,838	445,254	-10	151,069	188,262	-20
Bulk goods.....	30	5,424	1,155	.213	5,764	1,682	.292	60,322	61,786	-2	14,965	18,934	-21
General line.....	21	14,902	3,438	.240	16,584	4,426	.267	151,830	168,700	-10	41,370	50,530	-18
Unclassified.....	11	3,455	825	.239	4,888	1,165	.238	30,981	34,679	-11	7,564	8,818	-14

¹ Groups are by kind of business and not by type of product.² Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: October 12, 1949

SERIES: M16C-89

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

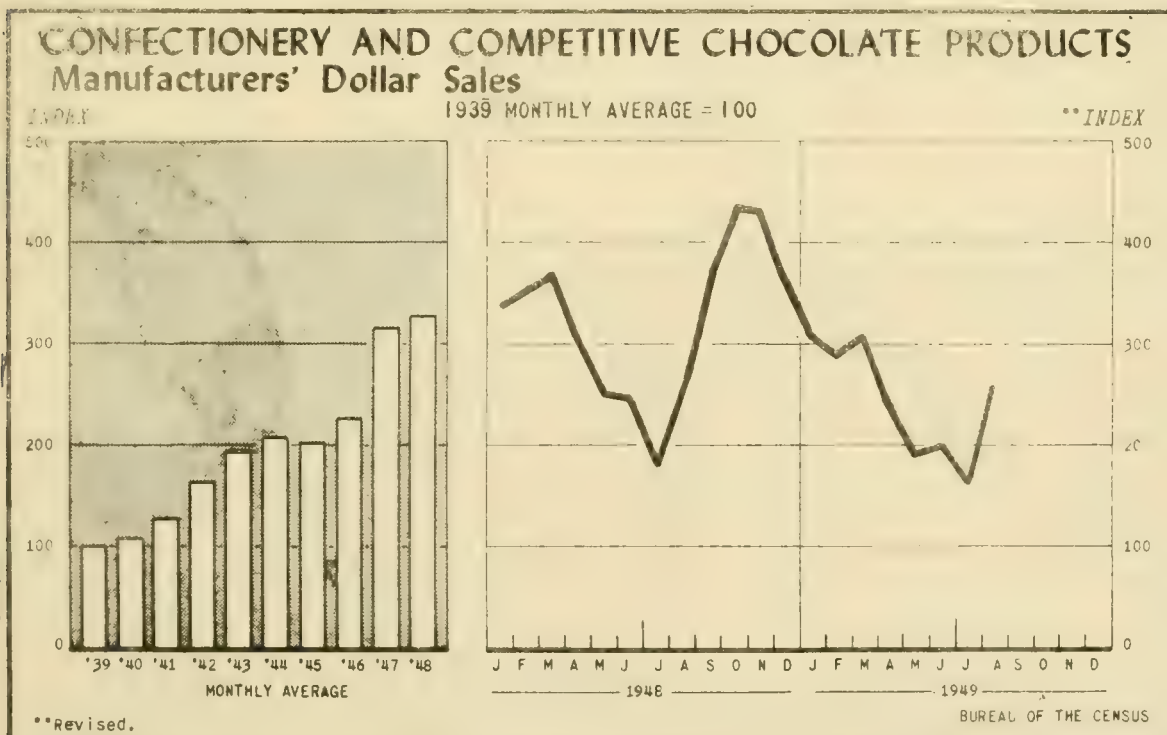
Manufacturers' Sales*

AUGUST 1949

The Bureau of the Census, Department of Commerce, announced today that August dollar sales of confectionery and chocolate manufacturers averaged 60 percent over those for July. Sales increases were reported by wholesale manufacturers of confectionery in all States, as well as by chocolate manufacturers and manufacturing retailers. The August increase was partly seasonal in character but substantially larger in percentage than that noted for the comparable period in any recent year. August sales were, however, 12 percent below those of August 1948, and sales for the year to date were 15 percent below those for the comparable period of last year.

These data are based on confidential reports submitted to the Bureau of the Census by more than 300 confectionery and chocolate manufacturers located throughout the United States (See table 1 for detailed statistics).

Prices of confectionery and chocolate products continued to average lower than those of a year ago, as indicated by 119 manufacturers reporting quantity and value of sales for August of both years. Dollar sales of these producers were off 13 percent from August of last year as compared with a decline of little more than one percent in poundage. For the first eight months of the year dollar sales were off 18 percent, poundage 8 percent from the corresponding period of 1948.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, AUGUST 1949

Kind of business, geographic division, and State	Number of firms reporting ¹	Sales—current month		Sales of firms reporting year-to-date ²		
		Percent change		August 1949 (add 000)	Percent change from 8 months 1948	8 months 1949 (add 000)
		August 1949 from August 1948	August 1949 from July 1949			
TOTAL.....	307	-12	+80	\$47,084	-15	\$402,238
Manufacturer-retailers.....	24	...	+34	1,543	-12	13,751
Manufacturers of chocolate products competitive with confectionery..	12	-13	+121	8,218	-23	73,434
Other manufacturers by State in which located.....	273	-12	+52	37,325	-14	315,073
New England.....	26	-20	+94	4,797	-18	42,252
Atlantic.....	97	-11	+35	11,939	-9	101,326
New York.....	31	-15	+22	4,924	-11	39,408
New Jersey.....	28	-9	+46	5,778	-7	51,529
Pennsylvania.....	17	-	+39	394	-12	3,358
Maryland.....	10	-3	+51	843	-5	7,051
District of Columbia.....	68	-10	+56	15,561	-18	127,627
Virginia.....	49	-10	+57	14,590	-20	117,047
West Virginia.....	7	+3	+67	567	+10	5,455
North Carolina.....	15	-15	+4	404	-2	5,125
South Carolina.....	20	-13	+63	1,387	-7	10,518
Georgia.....	8	-6	+40	234	+14	3,089
Florida.....	12	-14	+69	1,153	-14	7,429
East North Central.....	13	-16	+40	515	-11	6,111
Illinois.....	5	-	+24	326	-2	3,550
Ohio.....	15	-	+24	326	-2	3,550
Indiana.....	15	-	+24	326	-2	3,550
Michigan.....	15	-	+24	326	-2	3,550
Wisconsin.....	15	-	+24	326	-2	3,550
West North Central.....	15	-	+24	326	-2	3,550
Minnesota.....	15	-	+24	326	-2	3,550
North Dakota.....	15	-	+24	326	-2	3,550
South Dakota.....	15	-	+24	326	-2	3,550
Nebraska.....	15	-	+24	326	-2	3,550
Iowa.....	15	-	+24	326	-2	3,550
Missouri.....	15	-	+24	326	-2	3,550
East South Central.....	15	-	+24	326	-2	3,550
Kentucky.....	15	-	+24	326	-2	3,550
Tennessee.....	15	-	+24	326	-2	3,550
Alabama.....	15	-	+24	326	-2	3,550
Mississippi.....	15	-	+24	326	-2	3,550
West South Central.....	15	-	+24	326	-2	3,550
Texas.....	15	-	+24	326	-2	3,550
Mountain.....	15	-	+24	326	-2	3,550
Colorado.....	15	-	+24	326	-2	3,550
Idaho.....	15	-	+24	326	-2	3,550
Utah.....	15	-	+24	326	-2	3,550
Pacific.....	15	-	+24	326	-2	3,550
California.....	15	-	+24	326	-2	3,550
Washington.....	15	-	+24	326	-2	3,550
Oregon.....	15	-	+24	326	-2	3,550

¹ Figures are not applicable in all cases to the year-to-date figures.

² Figures are reports received for inclusion in previous monthly totals.

Figures of less than .5 percent. The percentage change for Washington and Oregon shown in the July 1949 issue was incorrect.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, AUGUST 1949

Type of house ¹	Number of firms reporting	August 1949			August 1948			8 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	119	1,138	\$2,042	...	1,041	\$37,533	...	800,911	889,251	-8	\$272,304	\$350,519	-18
Package goods....	28	8,249	\$9,842	\$1,194	8,747	\$3,041	\$3,447	59,644	60,988	-2	27,326	29,483	-7
Bakery goods.....	3	8,249	\$9,842	\$3,041	8,747	\$3,447	\$3,447	463,301	507,287	-9	172,574	212,757	-19
Bakery goods.....	25	8,249	\$9,842	\$3,041	8,747	\$3,447	\$3,447	70,463	70,463	-1	17,037	21,580	-21
General line.....	21	8,249	\$9,842	\$3,041	8,747	\$3,447	\$3,447	190,297	190,297	-8	46,647	56,587	-17
Unclassified.....	11	4,734	\$1,144	\$287	5,637	...	...	...	...	-13	8,720	10,132	-14

¹ Groups are by kind of business and not by type of product.

² Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: November 17, 1949

SERIES: M16C-99

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

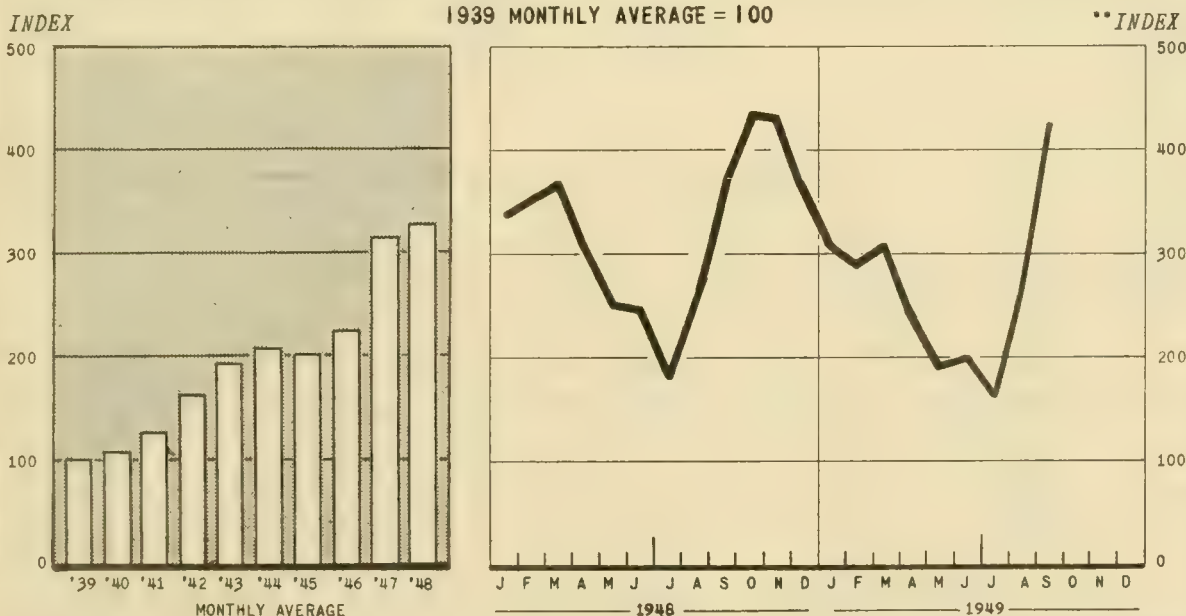
SEPTEMBER 1949

The Bureau of the Census, Department of Commerce, announced today that September dollar sales of confectionery and chocolate manufacturers showed an increase of 63 percent over August sales. Manufacturer-wholesalers in all states shared in this general increase as did chocolate manufacturers and manufacturer-retailers. The September increase over August, although seasonal in character, was greater than the percentage increase for September of any recent year. September sales were 4 percent over September of 1948, the first month in 1949 to show increased sales activity over the comparable month in 1948. Sales for the year to date, however, were down 13 percent from the first nine months of 1948.

These data are based on confidential reports submitted to the Bureau of the Census by more than 300 confectionery and chocolate manufacturers located throughout the United States. (See table 1 for detailed statistics).

The average price of confectionery and chocolate products in September 1949 continued to decline as compared with prices a year ago, as shown by sales data of 118 manufacturers reporting poundage in September of both years. (See table 2). September dollar sales of these manufacturers increased 5 percent as compared with an increase in poundage sales of 26 percent. For the nine months to date, dollar sales were off 14 percent as against a decline in poundage sales of only 3 percent from the corresponding nine months of 1948.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS Manufacturers' Dollar Sales



**Revised.

* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY KIND OF BUSINESS AND LOCATION, SEPTEMBER 1949

Kind of business, geographic division, and State	Number of firms reporting ¹	Sales-current month			Sales of firms reporting year-to-date ²	
		Percent change		September 1949 (add 000)	Percent change from 9 months 1948	9 months 1949 (add 000)
		Sept. 1949 from Sept. 1948	Sept. 1949 from August 1949			
TOTAL.....	302	+4	+63	77,303	-13	329,931
Manufacturer-retailers.....	22	+5	+16	1,788	-10	15,519
Manufacturers of chocolate products competitive with confectionery.....	12	+1	+117	17,824	-19	91,258
Other manufacturers by State in which located.....	268	+5	+54	57,691	-11	273,054
New England.....	25	-3	+70	8,111	-16	50,343
Atlantic.....	95	-1	+41	16,935	-9	116,261
New York.....	28	(3)	+39	6,781	-9	46,189
New Jersey.....	40	+1	+45	2,590	-8	60,109
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....	16	-12	+40	555	-12	3,913
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	11	-13	+21	1,019	-6	9,050
Florida.....						
East North Central.....	66	+12	+61	25,025	-14	152,252
Illinois.....	47	+12	+56	22,794	-16	120,941
Ohio.....	7	+35	+115	1,217	+12	6,672
Indiana.....						
Michigan.....	12	-1	+151	1,014	-2	6,139
Wisconsin.....						
West North Central.....	21	+10	+86	2,573	-3	13,100
Minnesota.....						
North Dakota.....	9	+13	+123	521	+13	3,619
South Dakota.....						
Nebraska.....	12	+16	+78	2,052	-9	9,421
Iowa.....						
Missouri.....						
East South Central.....	8	+15	+56	1,089	-8	6,475
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....						
West South Central.....	12	-7	+75	783	-10	6,694
Arkansas.....						
Louisiana.....						
Oklahoma.....						
Texas.....						
Mountain.....	8	(3)	+76	593	-1	4,143
Colorado.....						
Idaho.....						
Utah.....						
Pacific.....	33	-5	+12	2,582	-2	21,166
California.....	23	-8	+7	2,009	-3	17,766
Washington.....						
Oregon.....	10	+9	+59	573	(3)	3,420

¹Number does not apply in all cases to the year-to-date figures.

²Includes reports received too late for inclusion in previous monthly totals.

³Change of less than 0.5 percent

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, FOUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, SEPTEMBER 1949

Type of house ¹	Number of firms report- ing ²	September 1949			September 1948			9 months					
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	118	169,099	\$54,288	...	134,679	\$51,604	...	970,978	1,003,930	-3	\$326,592	\$381,923	-14
Package goods.....	26	10,892	4,647	3.427	8,638	4,142	2.480	70,536	69,626	+1	31,973	33,625	-5
Bar goods.....	31	94,511	33,782	.357	76,554	32,966	.431	557,812	583,841	-4	206,356	245,723	-16
Bulk goods.....	29	16,741	3,631	.217	13,734	3,963	.289	80,512	84,197	+3	20,668	25,543	-19
General line.....	21	40,875	10,963	.268	29,386	9,093	.309	214,055	219,383	-2	57,610	65,460	-12
Unclassified.....	11	6,080	1,265	.208	6,367	1,440	.226	42,063	46,583	-10	9,095	11,572	-14

¹Groups are by kind of business and not by type of product.

²Manufacturer-retailers not included.

FACTS FOR INDUSTRY

FOR RELEASE: December 16, 1949

SERIES: M16C-109

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

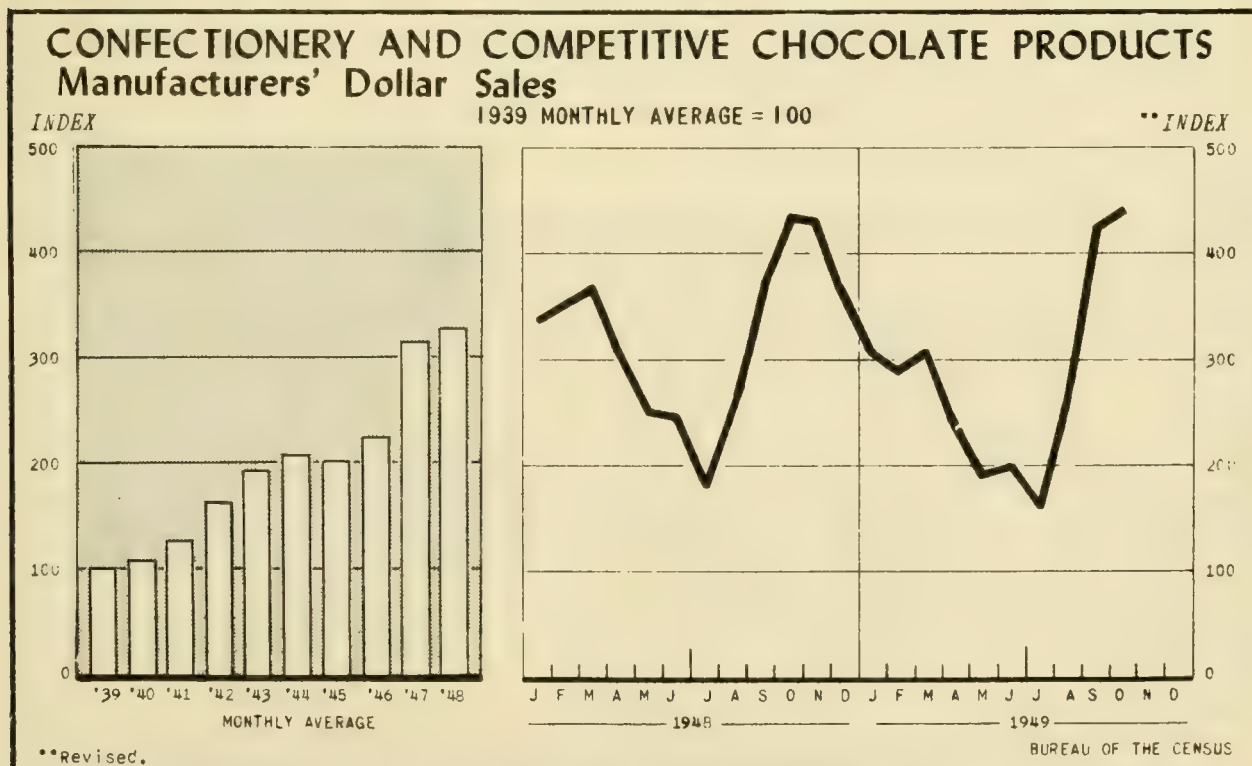
Manufacturers' Sales*

OCTOBER 1949

The Bureau of the Census, Department of Commerce, announced today that October dollar sales of confectionery and chocolate manufacturers increased 4 percent over September, the lowest seasonal increase recorded since 1940. Sales of chocolate manufacturers declined from the September level but confectionery manufacturers in practically all areas reported increased business. Sales for the year to date, however, were 12 percent below the first 10 months of 1948.

These data are based on confidential reports submitted to the Bureau of the Census by about 300 confectionery and chocolate manufacturers located throughout the United States. (See table 1 for detailed statistics.)

Prices of confectionery and chocolate products continued below those of last year, as indicated by sales of 118 manufacturers reporting quantity and value of sales for October of both years. Dollar sales of these producers were down 6 percent from October of last year as compared with an increase of 10 percent in poundage. For the first 10 months, dollar sales were off 13 percent and poundage was down one percent compared with the corresponding period of 1948.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, OCTOBER 1949

Kind of business, geographic division, and State	Number of firms reporting ¹	Sales—current month			Sales of firms reporting year-to-date ²	
		Percent change		October 1949 (add 000)	Percent change from 10 months 1948	10 months 1949 (add 000)
		October 1949 from October 1948	October 1949 from Oct. 1948			
TOTAL.....	299	-7	+4	381,056	-12	3,402,200
Manufacturer-retailers.....	31	-10	+9	1,936	-11	17,458
Manufacturers of chocolate products competitive with confectionery.....	12	-4	-9	16,208	-17	107,460
Other manufacturers by State in which located.....	266	-8	+9	62,912	-10	437,283
New England.....	25	-15	-5	7,868	-18	58,259
Atlantic.....	92	-6	+7	18,110	-7	137,413
New York.....	49	-9	(³)	6,908	-8	54,189
New Jersey.....	27	(³)	+16	3,740	-5	69,949
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....						
West Virginia.....	16	-20	+4	575	-13	4,408
North Carolina.....						
South Carolina.....						
Georgia.....						
Florida.....	10	-21	-13	827	-7	8,937
East North Central.....	65	-4	+10	27,470	-13	180,102
Illinois.....	46	-4	+9	24,807	-14	164,648
Ohio.....	7	-3	+15	1,414	+10	6,086
Indiana.....						
Michigan.....	12	-12	+23	1,249	-4	7,386
Wisconsin.....						
West North Central.....	22	-12	+23	3,251	-5	16,419
Minnesota.....						
North Dakota.....	10	+10	+40	826	+14	4,512
South Dakota.....						
Nebraska.....						
Iowa.....	12	-18	+18	2,425	-11	11,906
Missouri.....						
East South Central.....						
Kentucky.....						
Tennessee.....	8	-33	+16	1,263	-13	7,738
Alabama.....						
Mississippi.....						
West South Central.....						
Arkansas.....						
Louisiana.....	12	-11	+38	1,077	-11	8,041
Oklahoma.....						
Texas.....						
Mountain.....						
Colorado.....						
Idaho.....	8	-15	+15	588	-4	4,826
Utah.....						
Pacific.....	34	-8	+20	3,190	-3	24,468
California.....	25	-11	+25	2,613	-4	20,455
Washington.....						
Oregon.....	9	+6	+1	577	+1	4,013

¹Number does not apply in all cases to the year-to-date figures.²Includes reports received too late for inclusion in previous monthly totals.³Change of less than 0.5 percent.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, OCTOBER 1949

Type of house ¹	Number of firms report- ing ²	October 1949			October 1948			10 months					
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age Value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	118	168,227	\$55,197	...	152,400	\$58,745	...	1,139,205	1,156,330	-1	\$381,789	\$440,668	-13
Package goods.....	26	10,592	4,956	.468	11,489	5,699	.496	81,128	81,115	(³)	36,929	39,324	-6
Bar goods.....	31	85,790	31,553	.368	72,772	31,497	.433	643,602	656,613	-2	237,909	277,220	-14
Bulk goods.....	29	18,184	3,981	.219	18,005	5,172	.287	104,696	102,202	+2	24,649	30,715	-20
General line.....	21	47,568	13,249	.279	43,201	14,666	.339	261,623	262,684	(³)	70,859	80,126	-12
Unclassified.....	11	6,093	1,458	.239	6,933	1,711	.247	48,156	53,516	-10	11,443	13,283	-14

¹Groups are by kind of business and not by type of product.²Manufacturer-retailers not included.³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: January 20, 1950

SERIES: M16C-119

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

NOVEMBER 1949

The Bureau of the Census, Department of Commerce, announced today that November dollar sales of confectionery and chocolate manufacturers showed a decline of 5 percent from October. This overall decline was influenced chiefly by a drop of 26 percent in sales of chocolate manufacturers. Sales of confectionery manufacturers were steady, while a 7 percent increase was reported by manufacturer-retailers. Sales for the year to date were 12 percent below the first eleven months of 1948.

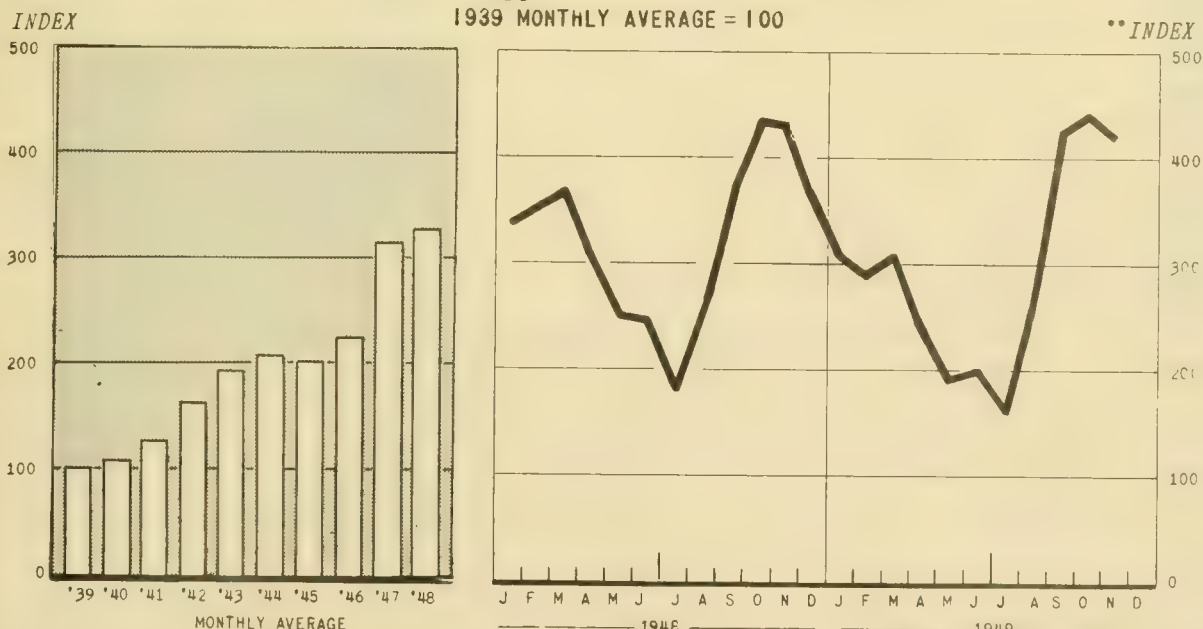
These data are based on confidential reports submitted to the Bureau of the Census by about 300 confectionery and chocolate manufacturers located throughout the United States (see table 1 for detailed statistics).

The average price of confectionery and chocolate products continued below last year, as indicated by sales of 119 manufacturers reporting quantity and value of sales for November of both years. Dollar sales of these manufacturers were down 14 percent from November of last year as compared with an increase in poundage of 2 percent. For the first 11 months, dollar sales were off 13 percent and poundage was down one percent compared with the corresponding period of 1948.

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Dollar Sales

1939 MONTHLY AVERAGE = 100



**Revised.

* Conducted with the assistance of the National Confectioners Association.

Prepared by Bureau of the Census, Industry Division, Foods Section

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY KIND OF BUSINESS AND LOCATION, NOVEMBER 1949

Kind of business, geographic division, and State	Number of firms re- porting ¹	Sales—current month			Sales of firms reporting year-to-date ²	
		Percent change		November 1949 (add 000)	Percent change from 11 months 1948	11 months 1949 (add 000)
		Nov. 1949 from Nov. 1948	Nov. 1949 from Oct. 1949			
TOTAL.....	301	-12	-5	\$78,286	-12	\$540,873
Manufacturer-retailers.....	19	-5	+7	2,052	-10	19,507
Manufacturers of chocolate products competitive with confectionery	12	-28	-28	12,032	-18	119,498
Other manufacturers by State in which located.....	270	-9	(3)	64,202	-10	501,868
New England.....	24	-8	+12	8,783	-15	67,042
Atlantic.....	95	-5	+3	18,998	-7	156,412
New York.....	30	-5	+4	7,608	-8	61,747
New Jersey.....	37	-4	-8	8,986	-5	78,858
Pennsylvania.....						
Maryland.....						
District of Columbia.....						
Virginia.....	16	-7	+24	715	-12	5,203
West Virginia.....						
North Carolina.....						
South Carolina.....						
Georgia.....	10	-14	+90	1,687	-9	10,624
Florida.....						
East North Central.....	59	-8	-11	25,227	-12	205,625
Illinois.....	50	-8	-11	22,618	-13	187,542
Ohio.....	7	-14	-9	1,385	+6	9,471
Indiana.....						
Michigan.....	12	-12	-2	1,224	-5	8,612
Wisconsin.....						
West North Central.....	21	-24	+1	3,268	-9	19,686
Minnesota.....						
North Dakota.....	9	-2	+2	644	+11	5,556
South Dakota.....						
Nebraska.....						
Iowa.....	12	-30	(5)	2,424	-15	14,550
Missouri.....						
East South Central.....						
Kentucky.....						
Tennessee.....	8	-24	+14	1,443	-15	9,181
Alabama.....						
Mississippi.....						
West South Central.....						
Arkansas.....						
Louisiana.....	13	-17	+57	1,805	-12	9,922
Oklahoma.....						
Texas.....						
Mountain... ..						
Colorado.....						
Idaho.....	8	-12	+26	861	-5	5,687
Utah.....						
Pacific.....	34	-9	+17	3,819	-4	28,513
California.....	24	-9	+17	3,058	-5	23,493
Washington.....						
Oregon.....	10	-11	+16	781	-2	4,820

¹ Number does not apply in all cases to the year-to-date figures.

² Includes reports received too late for inclusion in previous monthly totals.

³ Change of less than 0.5 percent.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, NOVEMBER 1949

Type of house ¹	Number of firms re- porting ²	November 1949			November 1948			11 months					
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change 1949 from 1948	1949	1948	Percent change 1949 from 1948
TOTAL.....	119	145,739	\$47,272	...	142,784	\$54,979	...	1,284,944	1,299,114	-1	\$429,061	\$495,647	-13
Package goods.....	28	12,984	6,217	\$490	12,795	6,852	\$520	94,092	95,908	(3)	43,148	45,976	-6
Bar goods.....	50	66,175	23,472	355	60,223	26,744	444	709,777	716,858	-1	281,581	305,964	-14
Bulk goods.....	30	16,948	4,025	257	19,941	5,622	282	121,644	122,143	(3)	28,674	36,357	-21
General line.....	21	43,896	12,118	276	43,208	14,271	350	505,519	506,092	(3)	82,977	94,597	-12
Unclassified.....	12	5,756	1,440	250	6,619	1,690	255	53,912	60,135	-10	12,885	14,975	-14

¹ Groups are by kind of business and not by type of product.

² Manufacturer-retailers not included.

³ Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: February 23, 1950

SERIES: **MM16C-129** 1950

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

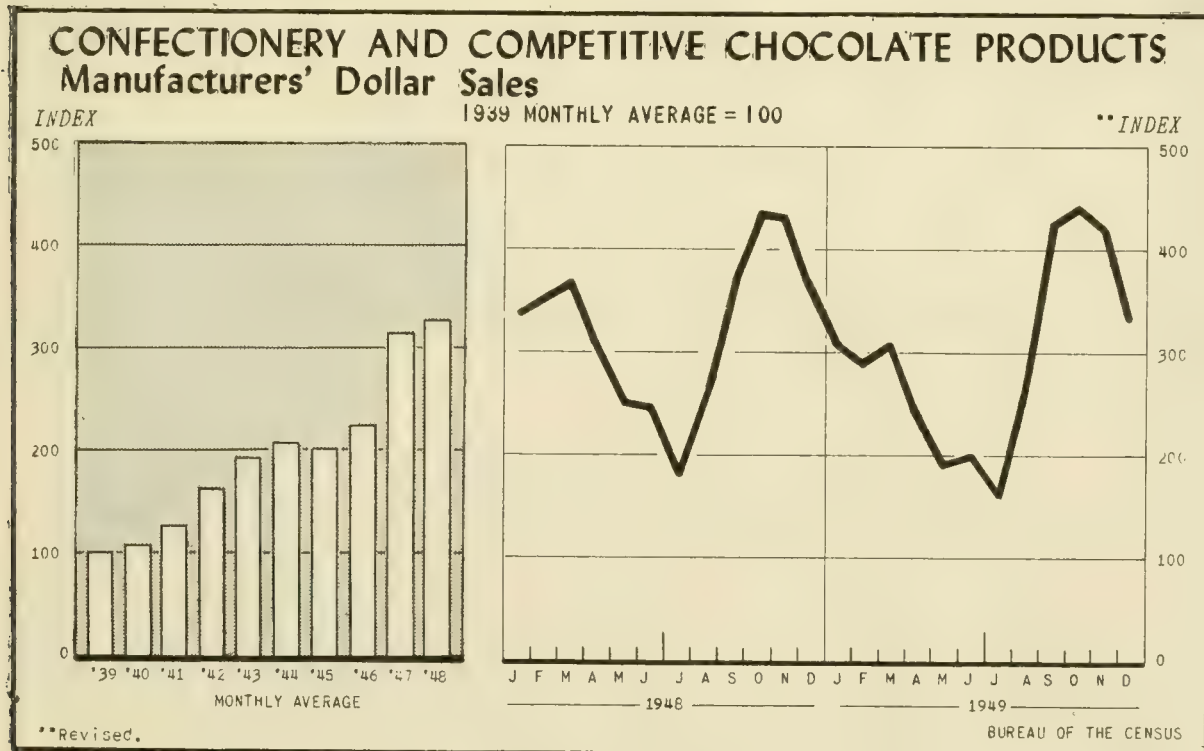
Manufacturers' Sales *

DECEMBER 1949

The Bureau of the Census, Department of Commerce announced today that 1949 dollar sales of confectionery and chocolate manufacturers were off 12 percent from the previous year. December sales dropped 20 percent from November, the heaviest November - December decline in recent years. Sales of manufacturer-wholesalers and chocolate manufacturers both declined, sales of manufacturer-retailers gained seasonally.

These data are based on confidential reports submitted to the Bureau of the Census by about 300 confectionery and chocolate manufacturers located throughout the United States (see table 1 for detailed statistics).

For the year 1949, dollar sales of manufacturers reporting quantity and value for both years, were down 14 percent from 1948, whereas poundage sales were off only one percent. December dollar and poundage sales followed the same pattern, declining 16 percent and 5 percent, respectively, compared with December 1948.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES,
BY KIND OF BUSINESS AND LOCATION, DECEMBER 1949

Kind of business, geographic division, and State	Number of firms re- porting ¹	Sales-current month			Sales of firms reporting year-to-date ²	
		Percent change		December 1949 (add 000)	Percent change from 12 months 1948	12 months 1949 (add 000)
		Dec. 1949 from Dec. 1948	Dec. 1949 from Nov. 1949			
TOTAL.....	302	-18	-20	\$61,859	-12	\$704,601
Manufacturer-retailers.....	21	-10	+125	4,645	-10	24,171
Manufacturers of chocolate products competitive with confectionery	12	-40	-28	8,654	-20	128,152
Other manufacturers by State in which located.....	269	-14	-24	48,560	-10	552,278
New England.....	26	-32	-24	6,890	-15	75,497
Atlantic.....	91	-14	-12	16,284	-7	172,783
New York.....	28	-23	-35	4,639	-9	66,450
New Jersey.....	37	-10	+12	9,966	-6	88,827
Pennsylvania.....	16	-10	-10	643	-12	5,846
Maryland.....						
District of Columbia.....						
Virginia.....						
West Virginia.....	10	-17	-39	1,036	-9	11,660
North Carolina.....						
South Carolina.....						
Georgia.....						
Florida.....						
East North Central.....	69	-3	-29	17,732	-12	223,408
Illinois.....	48	-3	-29	15,884	-13	203,431
Ohio.....	9	+1	-34	928	+6	10,445
Indiana.....	12	-8	-25	920	-5	9,532
Michigan.....						
Wisconsin.....						
West North Central.....	21	-25	-45	1,758	-11	21,444
Minnesota.....	9	+4	-30	548	+10	5,904
North Dakota.....						
South Dakota.....						
Nebraska.....	12	-34	-50	1,210	-16	15,540
Iowa.....						
Missouri.....						
East South Central.....	8	-12	-40	863	-15	10,044
Kentucky.....						
Tennessee.....						
Alabama.....						
Mississippi.....	12	-14	-29	1,281	-12	11,203
West South Central.....						
Arkansas.....						
Louisiana.....						
Oklahoma.....	8	-20	-24	654	-7	6,341
Texas.....						
Mountain.....	8	-20	-24	654	-7	6,341
Colorado.....						
Idaho.....						
Utah.....	34	-1	-17	3,098	-4	31,558
Pacific.....						
California.....	24	+2	-16	2,515	-4	26,086
Washington.....	10	-13	-23	583	-2	5,472
Oregon.....						

¹Number does not apply in all cases to the year-to-date figures.

²Includes reports received too late for inclusion in previous monthly totals.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE,
AND AVERAGE VALUE, BY TYPE OF HOUSE, DECEMBER 1949

Type of house ¹	Number of firms re- porting ²	December 1949			December 1948			12 months					
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)			Value (add 000)		
								1949	1948	Percent change from 1948	1949	1948	Percent change from 1948
TOTAL.....	117	104,414	\$38,451	...	110,186	\$45,791	...	1,389,358	1,409,300	-1	\$467,512	\$541,438	-14
Package goods.....	26	13,643	9,646	\$.707	14,026	9,510	\$.678	107,735	107,934	(³)	52,792	55,486	-5
Bar goods.....	28	51,353	18,213	.355	52,837	22,933	.434	761,130	769,673	-1	279,594	326,897	-14
Bulk goods.....	30	11,656	2,859	.245	11,214	3,311	.295	133,300	133,357	(³)	31,533	39,648	-20
General line.....	21	24,499	6,778	.277	25,674	8,343	.325	330,018	331,766	-1	89,755	102,740	-13
Unclassified.....	12	3,263	955	.293	6,435	1,694	.263	57,175	66,570	-14	13,838	16,667	-17

¹Groups are by kind of business and not by type of product.

²Manufacturer-retailers not included.

³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

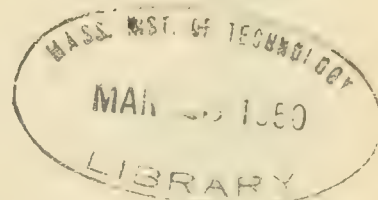
FOR RELEASE: March 21, 1950

SERIES: M16C-10

CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS

Manufacturers' Sales*

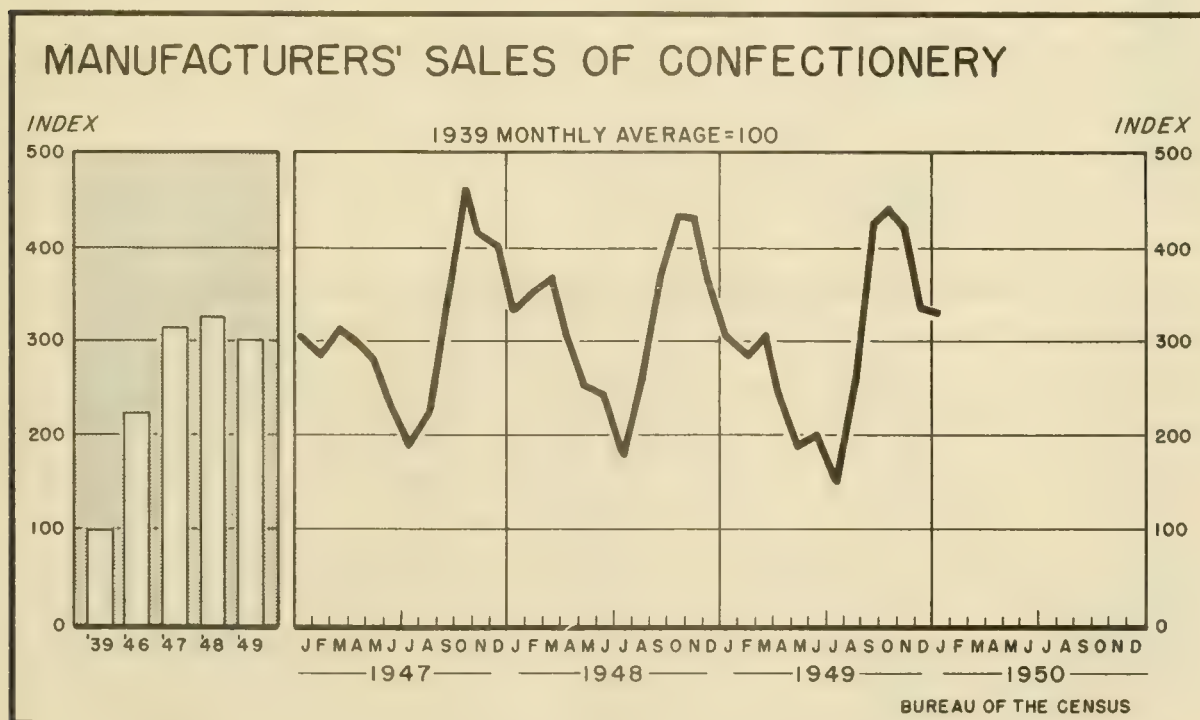
JANUARY 1950



The Bureau of the Census, Department of Commerce announced today that January dollar sales of confectionery and chocolate manufacturers were down 2 percent from December. This decline was due mainly to the usual seasonal drop in sales of manufacturer-retailers; sales of manufacturer-wholesalers remained steady, while those of chocolate manufacturers increased 23 percent.

These data are based on confidential reports submitted to the Bureau of the Census by 304 confectionery and chocolate manufacturers. (See table 1 for detailed statistics).

The average price per pound of confectionery and chocolate products in January was substantially lower than last year, as indicated by sales of 117 manufacturers reporting quantity and value of sales for January of both years. Dollar sales of these manufacturers declined 8 percent, compared with an 8 percent increase in poundage sales.



* Conducted with the assistance of the National Confectioners Association.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS MANUFACTURERS' SALES, BY KIND OF BUSINESS AND LOCATION, JANUARY 1950

Kind of business, geographic division, and State	Number of firms reporting	Sales—current month		
		Percent change		January 1950 (add 000)
		January 1950 from January 1949	January 1950 from December 1949	
TOTAL.....	304	-5	-2	\$60,691
Manufacturer-retailers.....	20	+6	-67	1,534
Manufacturers of chocolate products competitive with confectionery..	12	-24	+23	10,612
Other manufacturers by State in which located.....	272	(¹)	(¹)	48,545
New England.....	26	(¹)	+5	7,259
Atlantic.....	95	-3	-9	14,935
New York.....	30	-8	+13	5,336
New Jersey.....	38	+4	-20	8,046
Pennsylvania.....				
Maryland.....				
District of Columbia.....				
Virginia.....	16	-15	-33	434
West Virginia.....				
North Carolina.....				
South Carolina.....				
Georgia.....	11	-18	+4	1,119
Florida.....				
East North Central.....	65	+7	+12	19,679
Illinois.....	47	+9	+14	17,939
Ohio.....	7	-1	-12	808
Indiana.....				
Michigan.....	11	-13	+4	932
Wisconsin.....				
West North Central.....	22	-2	+5	1,892
Minnesota.....				
North Dakota.....	10	+13	+3	604
South Dakota.....				
Nebraska.....	12	-8	+6	1,288
Iowa.....				
Missouri.....				
East South Central.....	8	-12	-19	696
Alabama.....				
Arkansas.....				
Florida.....				
Mississippi.....				
West South Central.....	13	-10	-7	1,198
Arkansas.....				
Louisiana.....				
Texas.....				
Mountain.....	8	-17	-27	479
Colorado.....				
Idaho.....				
Utah.....				
Pacific.....	35	-18	-25	2,407
California.....	23	-18	-24	1,906
Washington.....	12	-19	-30	551
Oregon.....				

¹Change of less than 0.5 percent.

Table 2.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: MANUFACTURERS' SALES, POUNDAGE, AND AVERAGE VALUE, BY TYPE OF HOUSE, JANUARY 1950

Type of house ¹	Number of firms reporting ²	January 1950			January 1949			Percent change January 1950 from January 1949	
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds	Value
TOTAL.....	117	117,330	\$38,623	...	108,772	\$41,760	...	+8	-8
Packaged goods.....	26	9,695	5,337	\$550	9,519	5,317	\$550	+2	(³)
Bar goods.....	29	66,153	22,501	.340	57,149	24,126	.422	+16	-7
Bulk goods.....	30	10,587	2,482	.234	11,137	3,096	.278	-5	-20
General lines.....	21	27,111	7,401	.273	26,083	8,079	.310	+4	-8
Unclassified.....	11	3,784	902	.238	4,884	1,142	.234	-23	-21

¹Groups are by kind of business and not by type of product.²Manufacturer-retailers not included.³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

MASS. INST. TECH.

DEWEY LIBRARY

For Release: April 21, 1950

Series: M16C-20

CONFECTIONERY (Including Chocolate Products) FEBRUARY 1950

February sales of confectionery and chocolate products are estimated at \$72.8 million by the Bureau of the Census, Department of Commerce. This was 5 and 6 percent below sales for January 1950 and February 1949, respectively. Although sales of manufacturer-retailers gained seasonally, sales of chocolate manufacturers and manufacturer-wholesalers both declined.

Poundage sales as reported by a group of 117 establishments in February were up 3 percent over February 1949, whereas dollar sales of this group were down 10 percent compared with a year ago. (See reverse for detailed statistics.)

Description of the survey — The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Beginning with February 1950, monthly estimates of sales of all manufacturers will be published in total, but only the sales actually reported will be broken down by kind of business or for States. The estimates are based in large part on the records of the 1947 Census of Manufactures, but later records will be used when available. The 381 establishments reporting for February accounted, in 1947, for 84 percent of the total sales of the specified products reported in the Census of Manufactures in that year (after allowance for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These percentages may be used to gauge roughly the extent to which the percentage change figures shown in table 1 are reliable indicators of trends in total confectionery sales.

The quantity and value figures shown in table 2 are based on reports from manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent the changes in quantities sold by the entire industry.

Comments of readers on the revisions in this survey are invited.

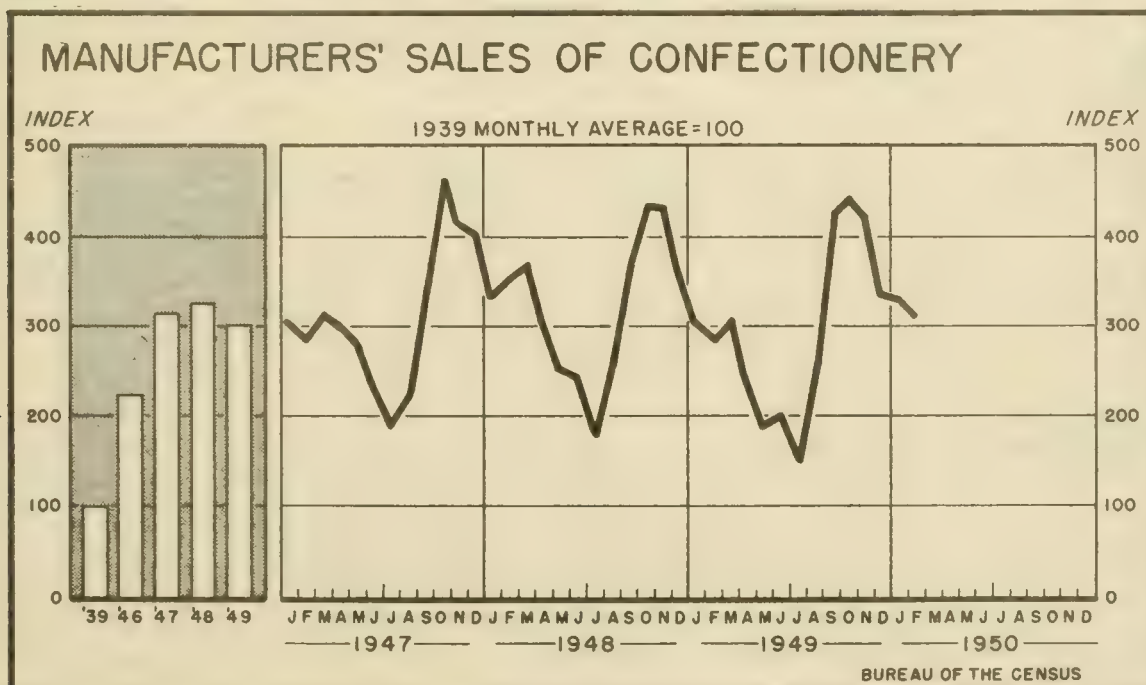


Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, FEBRUARY 1950

Item	Number of establish- ments 1/	Sales, current month			Estimated percent of coverage 2/	Sales, year to date			
		Percent change		February 1950 from February 1949		February 1950 from January 1950	February 1950 (add 000)	Percent change from 2 months 1949	2 months 1950 (add 000)
		February 1950 from February 1949	February 1950 from January 1950						
Confectionery and chocolate products sales, total.....	2/1,600	-6	-5	\$72,800	...	-6	\$149,500		
REPORTED SALES, BY KIND OF BUSINESS									
Reported sales.....	381	-6	-5	61,188	84	-6	125,610		
Manufacturer-wholesalers.....	319	-1	-8	46,641	84	-1	97,100		
Manufacturer-retailers.....	50	-6	+50	4,735	61	-5	7,887		
Chocolate manufacturers.....	12	-25	-9	9,812	100	-24	20,623		
SALES OF MANUFACTURER-WHOLESALE, BY STATE									
New England.....	29	4/	-14	6,334	94	4/	13,662		
Middle Atlantic.....	80	-3	-9	12,859	79	-3	26,998		
New York and New Jersey.....	40	4/	-2	5,849	68	-6	11,832		
Pennsylvania.....	40	-6	-14	7,010	91	4/	15,166		
South Atlantic.....	34	-5	-21	1,336	92	-12	3,031		
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	23	-6	4/	575	93	-11	1,151		
Georgia and Florida.....	11	-4	-32	761	90	-13	1,880		
East North Central.....	75	+4	-3	19,373	89	+6	39,428		
Illinois.....	49	+4	-3	17,479	90	+7	35,459		
Ohio and Indiana.....	12	-6	-13	899	71	-1	1,930		
Michigan and Wisconsin.....	14	+2	-1	995	97	-6	1,999		
West North Central.....	27	-6	+1	2,210	84	-3	4,401		
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	+21	-5	610	80	+18	1,254		
Iowa and Missouri.....	17	-13	+3	1,600	84	-10	3,147		
East South Central									
Kentucky, Tennessee, Alabama, and Mississippi...	10	-8	+1	743	88	-11	1,482		
West South Central									
Arkansas, Louisiana, Oklahoma, and Texas.....	17	-6	-33	861	54	-8	2,143		
Mountain									
Arizona, Colorado, Idaho, and Utah.....	9	-9	-4	464	97	-13	949		
Pacific.....	38	-7	-3	2,461	50	-15	5,006		
California.....	27	-11	-2	2,005	47	-17	4,042		
Washington and Oregon.....	11	+10	-10	456	57	-7	964		

^{1/} In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

^{2/} Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

^{3/} Approximate number for which sales are estimated.

^{4/} Change of less than 0.5 percent.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE, AND CHOCOLATE MANUFACTURERS, FEBRUARY 1950

Type of establishment ^{1/}	Number of establishments	February 1950			February 1949			2 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Per cent change 1950 from 1949	1950	1949	Per cent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.	117	109,375	\$34,866	...	105,911	\$38,665	...	226,827	214,911	+6	\$73,591	\$80,493	-9
Package goods.....	25	8,662	3,418	\$3.395	9,964	4,019	\$4.03	19,278	22,278	-13	8,991	9,995	-10
Bar goods.....	36	63,218	21,497	.340	61,535	24,498	.398	132,920	122,357	+9	44,803	49,579	-10
Bulk goods.....	43	14,717	3,724	.253	15,336	4,193	.273	29,895	31,822	-6	7,458	8,582	-13
General line.....	13	22,778	6,227	.273	19,076	5,955	.312	44,734	38,454	+16	12,339	12,337	2

^{1/} Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. The classification of establishments in this table has been revised, beginning with the February 1950 report, and establishments in the former "Unclassified" group were classified by type of goods. January and February figures on the former basis may be obtained on request to the Industry Division, Bureau of the Census. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

^{2/} Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: May 12, 1950

SERIES: M16C-30

CONFECTIONERY (Including Chocolate Products) MARCH 1950

March sales of confectionery and chocolate products are estimated at \$79 million by the Bureau of the Census, Department of Commerce. Sales of reporting firms were up 8 percent from the previous month but down 3 percent from March 1949. Sales of both manufacturer-wholesalers and chocolate manufacturers gained 11 percent whereas manufacturer-retailer sales declined 20 percent. For the year to date, sales were down 4 percent from the first 3 months of 1949.

Poundage sales as reported by a group of 119 establishments in March remained about the same as in March of last year whereas dollar sales of this group were down 6 percent compared with last March. For the first 3 months of each year, the same declining price pattern was noted with poundage sales up 4 percent and dollar sales down 8 percent.

Description of the survey—The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 408 establishments reporting for March accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (after allowance for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from the previous month.

The quantity and value figures shown in table 2 are reported by manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent the changes in quantities sold by the entire industry.

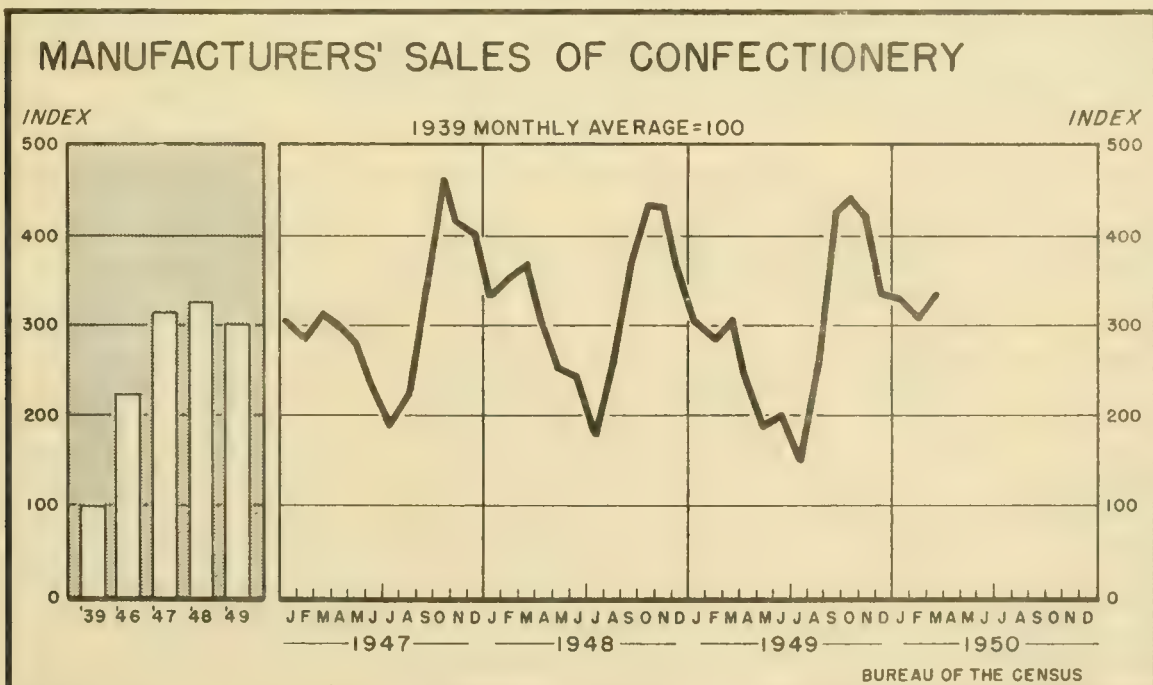


Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, MARCH 1950

Item	Number of establish- ments ^{1/}	Sales, current month			Estimated percent of coverage ^{2/}	Sales, year to date	
		Percent change		March 1950 from March 1949		Percent change from 3 months 1949	3 months 1950 (add 000)
		March 1950 from March 1949	March 1950 from February 1950				
Confectionery and chocolate products sales, estimated total.....	21,600	...	...	\$79,000		...	\$229,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	408	3	+8	68,506	86	-4	195,119
Manufacturer-wholesalers.....	336	+1	+11	53,077	85	4/	150,571
Manufacturer-retailers.....	60	+5	-20	4,578	72	+2	13,074
Chocolate manufacturers.....	12	-20	+11	10,851	100	-23	31,474
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England.....	29	+7	+12	7,125	95	+3	20,787
Middle Atlantic.....	86	-1	+16	15,444	82	-2	42,500
New York and New Jersey.....	43	-5	+13	6,831	71	-5	18,721
Pennsylvania.....	43	+2	+19	8,613	95	+1	23,779
South Atlantic.....	30	4/	+36	1,836	93	-8	4,867
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	25	4/	+23	723	97	-7	1,874
Georgia and Florida.....	11	+1	+46	1,113	90	-8	2,993
East North Central.....	79	+4	+5	20,697	90	+5	60,145
Illinois.....	44	+5	+6	18,856	90	+6	54,355
Ohio and Indiana.....	16	-15	4/	936	72	-6	2,886
Michigan and Wisconsin.....	14	+14	-9	905	97	-1	2,904
West North Central.....	27	-7	-1	2,324	85	-5	6,725
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	-3	-16	527	80	+11	1,781
Iowa and Missouri.....	17	-8	+4	1,797	87	-9	4,944
East South Central Kentucky, Tennessee, Alabama, and Mississippi...	10	+0	+26	939	88	-4	2,472
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	18	+2	+35	1,267	60	-4	3,422
Mountain Arizona, Colorado, Idaho, and Utah.....	9	-20	+4	482	98	-16	1,431
Pacific.....	42	-10	+16	2,963	47	-12	8,434
California.....	27	-12	+16	2,344	43	-15	6,151
Washington and Oregon.....	13	+1	+14	619	57	4/	2,283

^{1/} In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

^{2/} Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

^{3/} Approximate number for which sales are estimated.

^{4/} Change of less than 0.5 percent.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, MARCH 1950

Type of establishment ^{1/}	Number of establishments	March 1950			March 1949			3 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Per-cent change 1950 from 1949	1950	1949	Per-cent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	119	120,252	\$39,115	...	119,696	\$41,451	...	347,079	334,607	+4	\$112,706	\$121,944	-8
Package goods.....	27	11,203	4,976	\$444	11,658	5,055	\$434	30,481	33,936	-10	13,867	15,050	-7
Bar goods.....	37	71,502	24,350	.341	71,691	26,443	.369	204,422	194,048	+5	69,153	76,022	-9
Bulk goods.....	42	13,401	3,355	.250	14,166	3,633	.256	43,296	45,988	-6	10,613	12,215	-11
General line.....	13	24,240	9,434	.266	22,181	6,320	.285	68,880	60,635	+14	18,229	18,659	+2

^{1/} Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

MASS. INST. TECH.

JUN 1 1950

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SERIES: M16C-40

FOR RELEASE: June 15, 1950

CONFECTIONERY (Including chocolate products) APRIL 1950

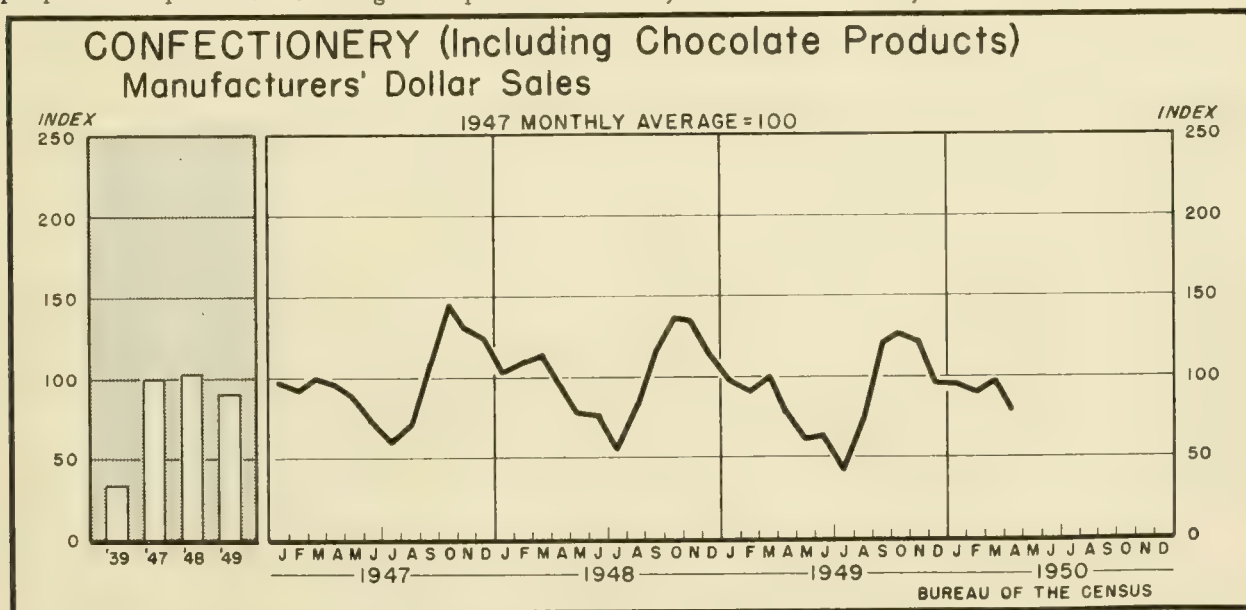
April sales of confectionery and chocolate products are estimated at \$63 million by the Bureau of the Census, Department of Commerce. Sales of reporting firms were down 19 percent from the previous month and down 3 percent from April 1949. Sales of both manufacturer-wholesalers and chocolate manufacturers declined whereas manufacturer-retailer sales increased 45 percent. For the year to date, sales were down 4 percent from the first 4 months of 1949.

Poundage sales as reported by a group of 122 establishments in April remained about the same as in April of last year whereas dollar sales of this group were down 4 percent compared with last April. For the first 4 months of each year, the same declining price pattern was noted with poundage sales up 3 percent and dollar sales down 7 percent.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 415 establishments reporting for April accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (after allowance for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.

The quantity and value figures shown in table 2 are reported by manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent the changes in quantities sold by the entire industry.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1. CONFECTIONERY AND CHOCOLATE PRODUCTS DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, APRIL 1950

Item	Number of establish- ments ¹	Sales, current month			Estimated percent of coverage ²	Sales, year to date			
		Percent change		April 1950 from April 1949		April 1950 from March 1950	April 1950 (add 000)	Percent change from 4 months 1949	4 months 1950 (add 000)
		April 1950 from April 1949	April 1950 from March 1950						
Confectionery and chocolate products sales, esti- mated total.....	31,600	...	...	\$63,000	...	...	\$292,000		
REPORTED SALES, BY KIND OF BUSINESS									
Reported sales.....	415	-3	-19	55,023	85	-4	250,743		
Manufacturer-wholesalers	340	-1	-22	41,306	85	(*)	192,016		
Manufacturer-retailers.....	63	-4	+45	6,044	70	+1	19,580		
Chocolate manufacturers.....	12	-13	-29	7,673	100	-21	37,117		
SALES OF MANUFACTURER-WHOLESALE, BY STATE									
New England.....	29	-4	-27	5,201	95	+1	25,922		
Middle Atlantic	87	(*)	-24	11,798	83	-2	54,318		
New York and New Jersey.....	45	+2	-27	5,075	72	-4	23,816		
Pennsylvania.....	42	-2	-22	6,723	94	(*)	30,502		
South Atlantic.....	38	-8	-12	1,607	89	-8	6,482		
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina...	23	-12	-16	583	87	-8	2,457		
Georgia and Florida.....	15	-6	-10	1, 24	71	-7	4,025		
East North Central.....	80	+4	-21	16,365	89	+5	76,520		
Illinois.....	50	+5	-21	14,902	90	+5	69,267		
Ohio and Indiana.....	16	-8	-16	784	72	-6	3,670		
Michigan and Wisconsin.....	14	-4	-25	679	97	-1	3,583		
West North Central	27	-1	-24	1,768	85	-4	8,493		
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	-19	-21	415	80	+3	2,196		
Iowa and Missouri	17	+6	-25	1,353	87	-6	6,297		
East South Central									
Kentucky, Tennessee, Alabama, and Mississippi.....	11	-3	-20	782	91	-4	3,254		
West South Central									
Arkansas, Louisiana, Oklahoma, and Texas	16	-16	-17	991	58	-7	4,401		
Mountain									
Arizona, Colorado, Idaho, and Utah	9	-16	-12	424	98	-16	1,855		
Pacific.....	43	-7	-20	2,370	48	-11	10,705		
California.....	31	-7	-19	1,916	44	-13	8,537		
Washington and Oregon.....	12	-4	-25	454	58	-1	2,168		

¹In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.²Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.³Approximate number for which sales are estimated.⁴Change of less than 0.5 percent.

Table 2. -- POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, APRIL 1950

Type of establishment ¹	Number of establishments	April 1950			April 1949			4 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	122	97,911	\$31,257	...	98,135	\$32,646	...	444,990	432,742	+3	\$143,963	\$154,590	-7
Package goods.....	27	10,167	4,721	\$464	10,723	4,990	\$465	40,648	44,059	-9	18,688	20,040	-7
Bar goods.....	38	57,677	19,002	.329	58,958	20,211	.343	262,099	253,006	+4	88,155	96,233	-8
Bulk goods.....	43	11,756	3,035	.258	12,344	3,123	.253	55,052	58,332	-6	13,348	15,348	-13
General line.....	14	18,311	4,499	.246	16,110	4,322	.268	87,191	75,745	+14	23,272	22,979	+1

¹Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 17, 1950

SERIES: M16C-50

CONFECTIONERY (Including chocolate products) MAY 1950

MISS 1951

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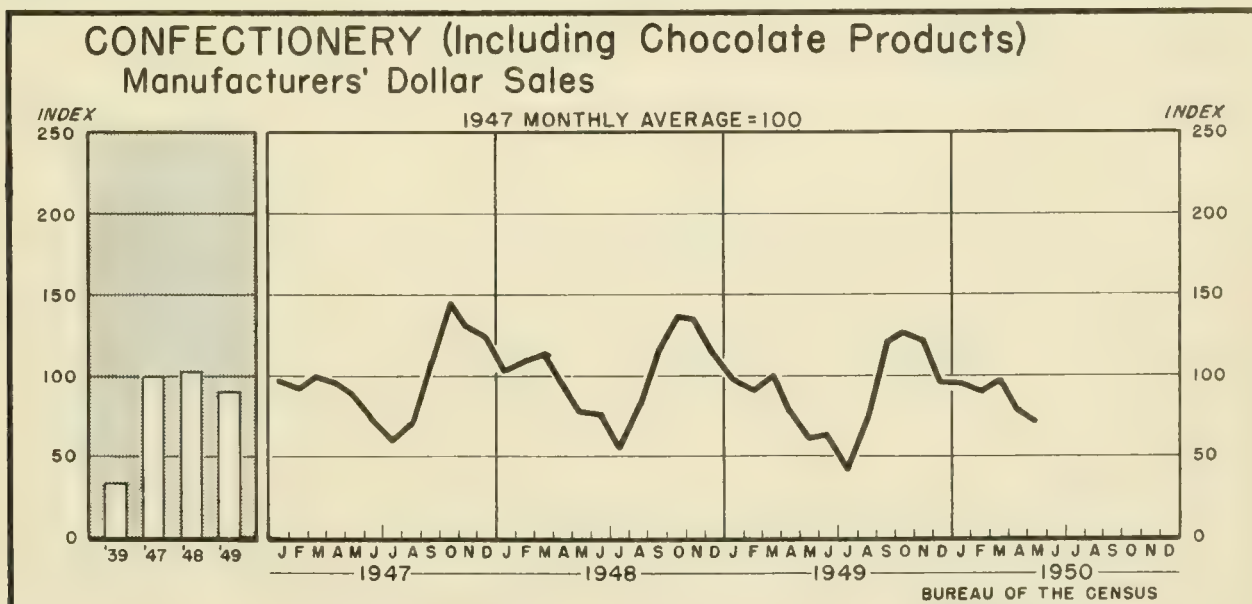
May sales of confectionery and chocolate products are estimated at \$58 million by the Bureau of the Census, Department of Commerce. Sales of reporting firms were down 6 percent from the previous month but up 10 percent from May 1949. Sales declines were reported by all three types of reporting organizations. For the year to date, sales were down 2 percent from the first five months of 1949.

Poundage sales as reported by a group of 121 establishments for May were about 14 percent higher than May of last year, dollar sales showing a similar increase. For the first five months of each year, poundage sales were up 5 percent and dollar sales down 4 percent.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 412 establishments reporting for May accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (after allowance for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.

The quantity and value figures shown in table 2 are reported by manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent the changes in quantities sold by the entire industry.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, MAY 1950

Item	Number of establishments ¹	Sales, current month			Estimated percent of coverage ²	Sales, year to date	
		Percent change		May 1950 (add 000)		Percent change from 5 months 1949	5 months 1950 (add 000)
		May 1950 from May 1949	May 1950 from April 1950				
Confectionery and chocolate products sales, estimated total	31,600	...	...	\$58,000	...	...	\$350,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales	412	+10	-6	52,022	86	-2	302,888
Manufacturer-wholesalers	332	+9	-2	40,343	85	+1	232,458
Manufacturer-retailers	68	+8	-28	4,640	72	+2	24,244
Chocolate manufacturers	12	+21	-8	7,039	100	-17	46,186
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England	28	+21	-2	5,063	95	+4	31,051
Middle Atlantic.....	89	+17	+3	12,271	83	+1	66,658
New York and New Jersey	47	+22	+15	5,889	72	(+)	28,753
Pennsylvania	42	+12	-5	6,382	95	+2	36,905
South Atlantic	34	+12	-17	1,374	93	-5	7,856
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina ...	24	+7	-1	644	96	-5	3,101
Georgia and Florida.....	10	+16	-28	730	90	-5	4,755
East North Central.....	77	(+)	-2	15,959	89	+4	92,479
Illinois	48	-1	-2	14,466	90	+4	63,733
Ohio and Indiana	16	+29	+8	836	72	-1	4,506
Michigan and Wisconsin.....	13	+19	(+)	657	97	+1	4,240
West North Central.....	26	+18	+4	1,830	85	-1	10,323
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska	10	+14	+1	418	80	+5	2,614
Iowa and Missouri.....	16	+19	+6	1,412	87	-3	7,709
East South Central	10	+2	-15	863	91	-3	5,917
Kentucky, Tennessee, Alabama, and Mississippi.....	10	+2	-15	863	91	-3	5,917
West South Central	17	+7	-38	617	57	-6	5,021
Arkansas, Louisiana, Oklahoma, and Texas.....	17	+7	-38	617	57	-6	5,021
Mountain	9	-6	-10	375	96	-14	2,230
Arizona, Colorado, Idaho, and Utah.....	9	-6	-10	375	96	-14	2,230
Pacific	42	+9	-1	2,191	49	-8	12,923
California	28	+4	-1	1,719	45	-10	10,456
Washington and Oregon.....	14	+31	-2	472	58	+3	2,467

¹In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.²Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.³Approximate number for which sales are estimated.⁴Change of less than 0.5 percent.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, MAY 1950

Type of establishment ¹	Number of establishments	May 1950			May 1949			5 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	121	95,995	\$29,379	...	84,237	\$25,711	...	540,985	516,979	+5	\$173,342	\$160,531	-4
Package goods.....	27	8,619	3,152	\$366	8,080	2,945	\$364	49,267	52,739	-7	21,640	22,985	-5
Bar goods	37	55,691	18,494	.332	50,396	16,470	.327	317,790	303,402	+5	106,649	112,703	-5
Bulk goods	43	12,489	3,122	.250	10,569	2,469	.234	67,541	68,901	-2	16,970	17,807	-5
General line.....	14	19,196	4,611	.240	15,192	3,827	.252	106,387	91,937	+16	27,883	26,806	+4

¹Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: August 14, 1950

SERIES: M16C-60

CONFECTIONERY (Including chocolate products) JUNE 1950

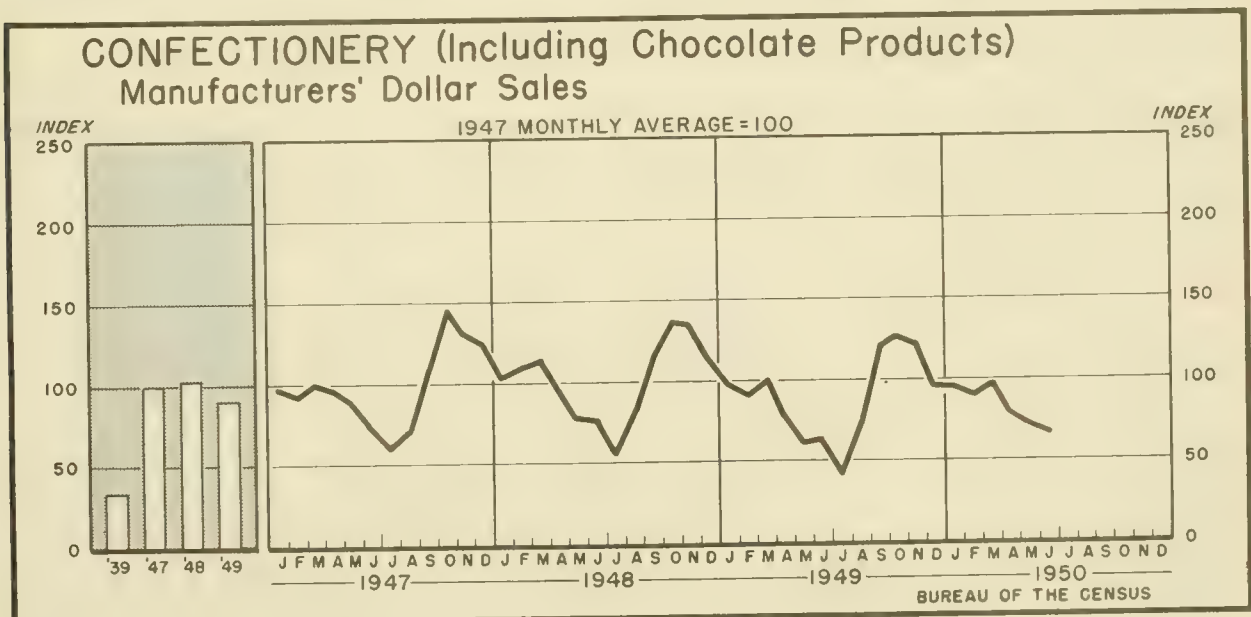
June sales of confectionery and chocolate products are estimated at \$55 million, 7 percent below May but 6 percent above June of last year. Manufacturer-wholesalers reported sales 4 percent below the May level, but higher than last year in all areas except parts of the South, and the Mountain States. Sales of manufacturer-retailers, substantially higher than last year, dropped only 12 percent from May compared with the usual seasonal decline of one-fourth to one-third. Chocolate products sales were down 18 percent from May and 6 percent below last June.

For the first half of 1950, sales of all except chocolate manufacturers were up slightly compared with the first 6 months of 1949. Chocolate manufacturers reported a drop of 16 percent. (See reverse for detailed statistics.)

Average prices per pound, reported by a group of large manufacturers, were higher than last year, except that general-line houses reported a slight decrease.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or 'cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 388 establishments reporting for June accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (after allowance for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, JUNE 1950

Item	Number of establish- ments ¹	Sales, current month			Estimated percent of coverage ²	Sales, year to date	
		Percent change		June 1950 from June 1949		Percent change from 6 months 1949	6 months 1950 (add 000)
		June 1950 from June 1949	June 1950 from May 1950				
Confectionery and chocolate products sales, estimated total.....	31,600	...	...	\$55,000	...	...	\$405,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	388	+6	-7	48,214	85	-1	351,564
Manufacturer-wholesalers.....	310	+6	-4	38,431	84	+2	271,179
Manufacturer-retailers.....	66	+23	-12	4,025	70	+5	28,441
Chocolate manufacturers.....	12	-6	-18	5,758	100	-16	51,944
SALES OF MANUFACTURER-WHOLESALEERS, BY STATE							
New England.....	27	+11	-5	4,775	95	+5	35,853
Middle Atlantic.....	80	+8	-1	11,869	81	+2	78,529
New York and New Jersey.....	39	+11	-2	5,473	68	+2	35,226
Pennsylvania.....	41	+6	+1	6,396	95	+3	43,308
South Atlantic.....	27	+8	-2	1,067	88	-3	8,923
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	18	+19	+4	380	85	-3	3,451
Georgia and Florida.....	9	+3	-5	687	90	-4	1,442
East North Central.....	76	+3	-6	15,098	90	+4	107,623
Illinois.....	47	+2	-5	13,839	90	+4	97,618
Ohio and Indiana.....	16	+18	-19	679	72	+1	5,306
Michigan and Wisconsin.....	13	+7	-14	580	97	+2	4,820
West North Central.....	24	+9	-10	1,624	85	+1	11,947
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	8	+4	-3	373	60	+5	2,967
Iowa and Missouri.....	16	+11	-12	1,251	87	-1	8,960
East South Central Kentucky, Tennessee, Alabama, and Mississippi...	10	-10	-8	608	91	-4	4,525
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	15	+4	-16	559	59	-	5,390
Mountain Arizona, Colorado, Idaho, and Utah.....	9	-7	-5	356	98	-13	2,586
Pacific.....	42	+13	+2	2,495	49	-5	15,603
California.....	30	+11	+5	2,084	46	-7	12,525
Washington and Oregon.....	12	+22	-9	411	57	+6	3,078

¹In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.²Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.³Approximate number for which sales are estimated.Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,¹ JUNE 1950

Type of establishment ²	Number of establishments	June 1950			June 1949			6 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	121	90,555	\$27,199	...	91,264	\$27,301	...	631,540	608,243	+4	\$200,541	\$207,602	-3
Package goods.....	27	9,020	3,029	\$.336	8,708	2,823	\$.324	58,287	61,447	-5	24,869	25,808	-4
Bar goods.....	37	52,716	17,281	.528	55,262	17,953	.325	370,506	358,664	+3	123,930	130,656	-5
Bulk goods.....	43	11,656	2,788	.240	10,123	2,352	.232	79,177	79,024	(3)	19,758	20,159	-2
General line.....	14	17,183	4,101	.239	17,171	4,173	.243	123,570	109,108	+13	51,984	30,979	+3

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: September 18, 1950

SERIES: MI6C-70

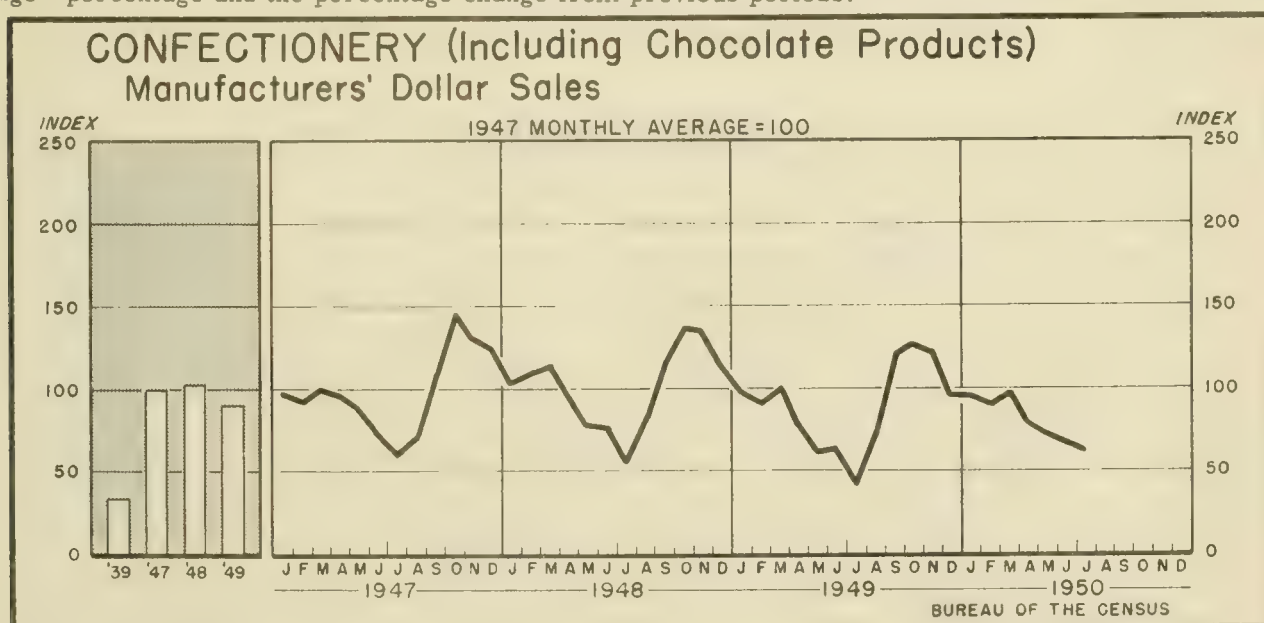
CONFECTIONERY (Including chocolate products) JULY 1950

Sales of confectionery and chocolate products are estimated at \$50 million for July, 10 percent below June but 32 percent above July of last year. Manufacturer-wholesalers reported sales 11 percent below the June level, but substantially higher than last year in all areas except parts of the South. Sales of manufacturer-retailers, 19 percent higher than last year, dropped 11 percent from June, an exceptionally good month this year. Chocolate products sales, while unchanged from last month were 55 percent better than last July.

Average prices per pound, reported by a group of large manufacturers, were slightly lower than last year, except that bulk goods houses reported a slight increase. Sales of the latter were up 75 percent compared to July 1949. Four of these selected bulk goods producers reported sales this year better than usual, while their July 1949 figures were exceptionally low. If these were excluded, the 75 percent increase would become 26 percent.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 405 establishments reporting for July accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Type of establishment 1/	Number of establishments 1/	Sales, current month			Estimated percent of coverage 2/	Sales, year to date	
		Percent change		July 1950 (add 000)		Percent change from 7 months 1949	Sales, year to date (add 000)
		July 1950 from July 1949	July 1950 from June 1950				
Reported sales, by kind of business	2/1,600	...	...	350,000	...	...	3,455,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	409	+32	-10	43,867	88	+2	395,566
Manufacturer-wholesaler.....	525	+30	-11	34,453	85	+4	305,629
Manufacturer-retailers.....	69	+19	-11	3,680	72	-6	32,269
Chocolate manufacturers.....	11	+55	4/	5,724	100	-12	57,668
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	28	+61	-19	3,915	95	+9	39,768
Middle Atlantic.....	27	+25	-11	10,802	82	+5	89,469
New York and New Jersey.....	43	+31	+2	5,807	71	+5	41,158
Pennsylvania.....	44	+18	-23	4,995	95	+4	48,311
South Atlantic.....	31	+8	-8	1,182	89	-2	10,262
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	21	+22	-6	561	87	4/	4,199
Georgia and Florida.....	10	-3	-10	621	90	-4	6,063
East North Central.....	75	+38	-4	14,074	90	+6	121,281
Illinois.....	48	+38	-3	13,010	90	+7	110,212
Ohio and Indiana.....	14	+51	-15	579	70	+4	5,764
Michigan and Wisconsin.....	13	+15	-16	485	97	+3	5,305
West North Central.....	27	+19	-22	1,310	85	+2	13,322
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	+42	-30	290	80	+8	3,321
Iowa and Missouri.....	17	+14	-19	1,020	87	4/	10,001
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi....	11	+5	-6	578	91	-3	5,111
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	16	+13	-4	524	58	-4	6,118
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	+1	-22	276	98	-12	2,862
Pacific.....	41	+8	-28	1,802	49	-4	17,436
California.....	30	+6	-9	1,484	45	-6	14,040
Washington and Oregon.....	11	+16	-22	318	57	+6	3,396

- 1/ In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.
2/ Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.
3/ Approximate number for which sales are estimated.
4/ Change of less than 0.5 percent.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, JULY 1950

Type of establishment 2/	Number of establishments	July 1950			July 1949			7 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Per cent change 1950 from 1949	1950	1949	Per cent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	120	84,752	\$25,634	...	62,445	\$19,137	...	716,292	670,688	+7	\$226,175	\$226,730	2
Package goods.....	27	8,814	3,011	\$.342	7,187	2,497	\$.347	67,101	68,634	-2	27,880	28,805	-3
Bar goods.....	37	48,848	16,093	.329	36,369	12,064	.332	419,354	395,033	+6	140,003	141,720	-2
Bulk goods.....	42	12,150	2,902	.239	6,994	1,663	.238	91,327	86,018	+6	22,660	21,822	+4
General line.....	14	14,940	3,628	.243	11,895	2,913	.245	138,510	121,003	+14	35,612	33,892	+5

- 1/ Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.
2/ Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.
3/ Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: October 18, 1950

SERIES: M16C-80

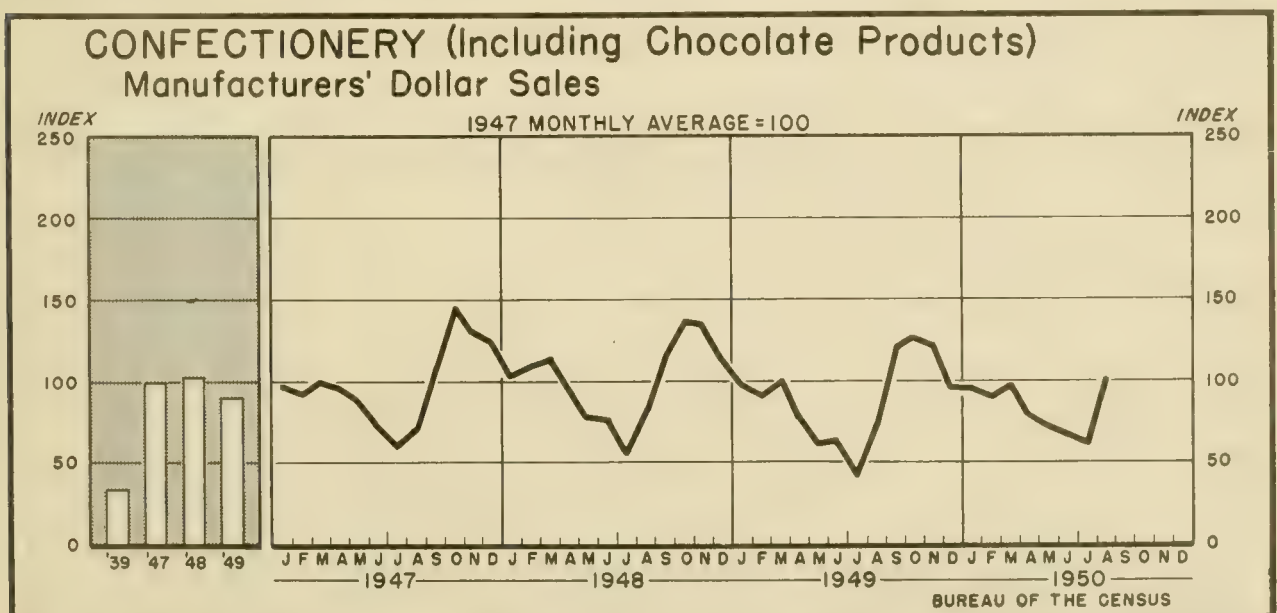
CONFECTIONERY (Including chocolate products). AUGUST 1950

Sales of confectionery and chocolate products are estimated at \$80 million for August, 59 percent above July and 35 percent above August of last year, according to the Bureau of the Census, Department of Commerce. Manufacturer-wholesalers reported sales 53 percent above the July level and 32 percent higher than last year. Sales of manufacturer-retailers, 7 percent higher than last year, were up 10 percent from July. Chocolate products sales increased by 131 percent over the previous month and by 62 percent over August 1949, but for the year to date were still somewhat below last year's 8 months total.

Average prices per pound, reported by a group of large manufacturers, were slightly higher than last year, except that general-line houses reported a decrease. Dollar sales of bulk goods were up 52 percent compared to August 1949, while poundage increased by 30 percent.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 401 establishments reporting for August accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, AUGUST 1950

Item	Number of establish- ments ¹	Sales, current month			Estimated percent of coverage ²	Sales, year to date	
		Percent change		August 1950 (add 000)		Percent change from 8 months 1949	8 months 1950 (add 000)
		August 1950 from August 1949	August 1950 from July 1950				
Confectionery and chocolate products sales, estimated total.....	31,600	...	...	\$80,000	...	...	\$535,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	401	+35	+59	69,990	86	+6	465,707
Manufacturer-wholesalers.....	325	+32	+53	52,666	85	+8	358,403
Manufacturer-retailers.....	64	+7	+10	4,018	72	+6	36,291
Chocolate manufacturers.....	12	+62	+131	13,306	100	-3	71,013
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England.....	28	+55	+91	7,477	95	+14	47,245
Middle Atlantic.....	85	+28	+40	15,381	92	+7	104,920
New York and New Jersey.....	41	+30	+24	7,140	71	+9	48,296
Pennsylvania.....	44	+26	+58	8,241	95	+7	56,622
South Atlantic.....	33	+14	+39	1,574	89	(4)	11,840
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	22	+23	+28	650	86	+2	4,853
Georgia and Florida.....	11	+9	+48	924	91	-2	6,987
East North Central.....	76	+33	+50	21,220	90	+10	142,501
Illinois.....	49	+33	+51	19,697	90	+10	129,909
Ohio and Indiana.....	14	+36	+55	877	71	+8	6,641
Michigan and Wisconsin.....	13	+51	+33	646	97	+7	5,951
West North Central.....	27	+33	+77	2,314	85	+6	15,636
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	+76	+66	481	80	+13	3,802
Iowa and Missouri.....	17	+25	+80	1,833	87	+4	11,834
East South Central Kentucky, Tennessee, Alabama, and Mississippi...	11	+14	+61	930	91	-1	6,041
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	15	+13	+34	656	57	-2	6,774
Mountain Arizona, Colorado, Idaho, and Utah.....	9	+22	+50	414	98	-9	3,276
Pacific.....	41	+11	+62	2,700	50	-2	20,170
California.....	28	+9	+63	2,176	46	-4	16,244
Washington and Oregon.....	13	+24	+61	524	58	+8	3,926

¹In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.²Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.³Approximate number for which sales are estimated.⁴Change of less than 0.5 percent.Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,¹ AUGUST 1950

Type of establishment ²	Number of establishments	August 1950			August 1949			8 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	118	136,773	\$43,010	...	101,378	\$31,433	...	853,065	772,066	+10	\$269,185	\$258,172	+4
Package goods.....	27	10,319	3,739	.362	8,613	3,047	.354	77,420	77,247	(3)	31,619	31,552	+1
Bar goods.....	36	81,648	28,205	.345	61,072	20,687	.339	501,002	456,105	+10	168,228	163,407	+3
Bulk goods.....	41	17,094	4,528	.265	13,184	2,982	.226	108,421	99,202	+9	27,188	24,804	+10
General line.....	14	27,712	6,538	.236	18,509	4,717	.255	166,222	139,512	+19	42,150	38,609	+9

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

MASS. INST. TECH.

NOV 20 1950

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FOR RELEASE: November 14, 1950

SERIES: M16C-90

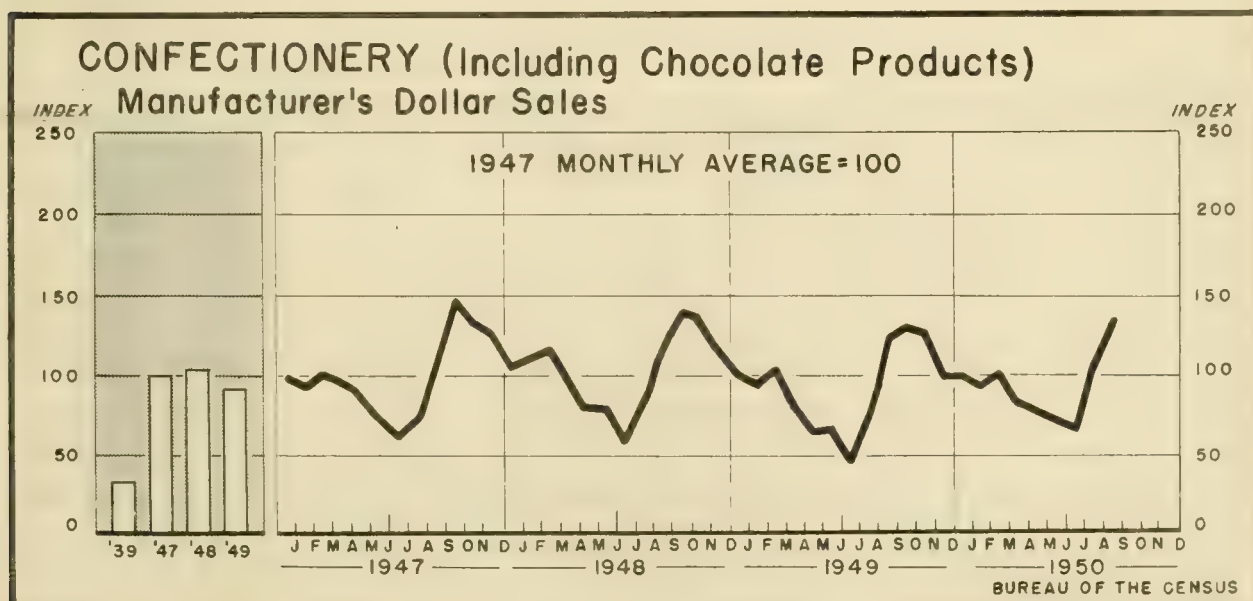
CONFECTIONERY (Including chocolate products) SEPTEMBER 1950

Sales of confectionery and chocolate products are estimated at \$109 million for September, reported figures running 34 percent above August and 11 percent above September of last year, according to the Bureau of the Census, Department of Commerce. Manufacturer - wholesalers reported sales 30 percent above the August level and 10 percent higher than last year. Sales of manufacturer-retailers, 5 percent higher than last year, were up 18 percent from August. Chocolate products sales increased by 54 percent over the previous month and by 15 percent over September 1949. For the year to date, dollar sales were 7 percent above last year's nine months total.

Average prices per pound, reported by a group of large manufacturers, were higher than last year, except that package-goods houses reported a decrease. Dollar sales of bulk goods for the nine-month period were up 10 percent compared to 1949, while poundage increased by 7 percent.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 406 establishments reporting for September accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer - wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, SEPTEMBER 1950

Item	Number of establishments ¹	Sales, current month			Estimated percent of coverage ²	Sales, year to date	
		Percent change		September 1950 (add 000)		Percent change from 9 months 1949	9 months 1950 (add 000)
		September 1950 from September 1949	September 1950 from August 1950				
Confectionery and chocolate products sales, estimated total.....	81,600	...	...	\$109,000	...	...	\$644,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	406	+11	+34	94,291	86	+7	560,570
Manufacturer-wholesalers.....	329	+10	+30	69,131	85	+8	428,090
Manufacturer-retailers.....	65	+5	+18	4,732	72	+6	41,039
Chocolate manufacturers.....	12	+15	+54	20,428	100	(4)	91,441
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	27	+9	+26	9,348	95	+13	56,593
Middle Atlantic.....	86	+8	+26	19,264	82	+8	124,215
New York and New Jersey.....	42	+13	+32	9,432	71	+9	57,749
Pennsylvania.....	44	+4	+21	9,832	95	+6	60,466
South Atlantic.....	54	+4	+12	1,852	89	(4)	13,892
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina...	23	+5	+10	801	87	+2	5,654
Georgia and Florida.....	11	+3	+14	1,051	91	-1	8,038
East North Central.....	75	+12	+35	28,824	90	+10	171,606
Illinois.....	49	+13	+32	26,331	90	+11	156,521
Ohio and Indiana.....	13	+17	+95	1,421	71	+9	8,062
Michigan and Wisconsin.....	13	-4	+66	1,072	97	+6	7,423
West North Central.....	28	+7	+46	3,399	85	+6	19,385
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+23	+73	869	80	+15	4,671
Iowa and Missouri.....	17	+2	+38	2,530	87	+3	14,364
East South Central.....	11	+8	+40	1,300	91	+1	7,341
Kentucky, Tennessee, Alabama, and Mississippi.....	16	+6	+48	1,017	59	-1	7,822
West South Central.....	15	+6	+48	1,017	59	-1	7,822
Arkansas, Louisiana, Oklahoma, and Texas.....	16	+6	+48	1,017	59	-1	7,822
Mountain.....	9	-2	+42	587	98	-6	3,863
Arizona, Colorado, Idaho, and Utah.....	9	-2	+42	587	98	-6	3,863
Pacific.....	43	+21	+22	3,540	50	+1	23,923
California.....	30	+28	+22	2,902	46	(4)	19,359
Washington and Oregon.....	13	-3	+22	638	58	+7	4,564

¹In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.²Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.³Approximate number for which sales are estimated.⁴Change of less than 0.5 percent.Table 2.—POUNDA, AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,¹ SEPTEMBER 1950

Type of establishment ²	Number of establishments	September 1950			September 1949			9 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	119	170,030	\$57,786	...	164,636	\$52,760	...	1,023,095	936,702	+9	\$326,971	\$310,932	+5
Package goods.....	27	14,289	5,422	.379	13,925	5,334	.383	91,709	91,172	+1	57,041	56,686	+1
Bar goods.....	36	94,500	34,920	.370	93,274	32,535	.349	595,502	549,379	+8	203,148	195,942	+4
Bulk goods.....	41	20,082	5,328	.265	21,356	4,700	.220	128,503	120,558	+7	32,516	29,444	+10
General line.....	15	41,159	12,116	.294	36,081	10,191	.282	207,381	175,593	+18	54,266	48,800	+11

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: December 14, 1950

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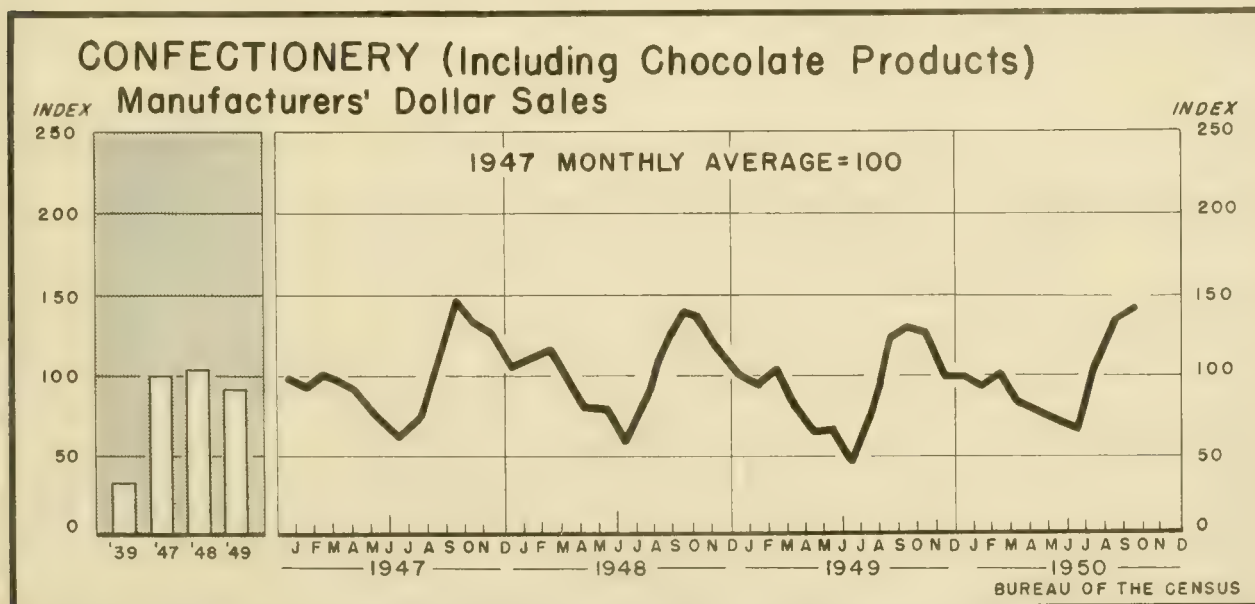
CONFECTIONERY (Including chocolate products) OCTOBER 1950

Manufacturers' sales of confectionery and chocolate products are estimated at \$115 million for October, according to the Bureau of the Census, Department of Commerce. Manufacturer-wholesalers reported sales 11 percent above the September level and 12 percent higher than last year. Sales of manufacturer-retailers, 8 percent higher than last year, were up 10 percent from September. Chocolate products sales declined from the September level but were still 5 percent over October 1949. For the year to date, dollar sales were 7 percent above last year's 10 months total.

Although October average prices per pound, reported by a group of large manufacturers, were higher than last year, average prices per pound for the 10 months period were slightly lower than last year with the exceptions of package goods and bulk goods.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 394 establishments reporting for October accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage percentage" and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, OCTOBER 1950

Item	Number of establish- ments ^{1/}	Sales, current month			Estimated percent of coverage ^{2/}	Sales, year to date	
		Percent change		October 1950 (add 000)		Percent change from 10 months 1949	10 months 1950 (add 000)
		October 1950 from October 1949	October 1950 from September 1950				
Confectionery and chocolate products sales, estimated total.....	2/1,600	...	...	\$115,000	...	...	3759,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	394	+10	+5	98,525	85	+7	659,157
Manufacturer-wholesalers.....	318	+12	+11	76,291	85	+9	504,432
Manufacturer-retailers.....	64	+8	+10	5,239	71	+6	46,289
Chocolate manufacturers.....	12	+5	-17	16,995	100	+1	108,436
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England.....	27	+11	-1	9,118	95	+13	65,743
Middle Atlantic.....	85	+13	+14	21,790	82	+8	146,020
New York and New Jersey.....	41	+16	+7	9,940	71	+10	67,689
Pennsylvania.....	44	+10	+20	11,850	95	+7	78,331
South Atlantic.....	32	+14	+5	1,922	88	+2	15,614
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	22	+14	+18	910	86	+4	6,564
Georgia and Florida.....	10	+14	-4	1,012	90	4/	9,050
East North Central.....	71	+10	+8	31,239	90	+10	202,845
Illinois.....	46	+8	+4	27,435	90	+10	183,956
Ohio and Indiana.....	13	+24	+34	2,141	70	+12	10,203
Michigan and Wisconsin.....	12	+24	+56	1,663	97	+8	8,686
West North Central.....	26	+11	+25	4,165	85	+7	23,200
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	9	+16	+26	1,018	80	+15	5,689
Iowa and Missouri.....	17	+10	+24	3,147	87	+4	17,511
East South Central Kentucky, Tennessee, Alabama, and Mississippi.....	11	+30	+44	1,847	91	+5	9,188
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	16	+19	+50	1,472	57	+2	9,296
Mountain Arizona, Colorado, Idaho, and Utah.....	9	+11	+30	763	98	-5	4,626
Pacific.....	41	+10	+13	3,975	49	+2	27,900
California.....	29	+10	+8	3,146	45	+1	22,505
Washington and Oregon.....	12	+11	+32	829	57	+7	5,395

^{1/} In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

^{2/} Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

^{3/} Approximate number for which sales are estimated.

^{4/} Change of less than 0.5 percent.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, ^{1/} OCTOBER 1950

Type of establishment 2/	Number of establishments	October 1950			October 1949			10 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	118	168,528	\$57,996		165,876	\$53,635	...	1,191,623	1,102,578	+8	\$384,967	\$364,567	+6
Package goods.....	27	15,650	6,799	.434	15,871	6,211	.391	107,359	107,043	3/	43,840	42,897	+2
Bar goods.....	36	85,444	31,877	.373	85,937	29,777	.349	680,946	635,316	+7	235,025	225,919	+4
Bulk goods.....	41	21,610	5,888	.272	22,241	5,398	.243	150,113	142,799	+5	38,404	34,902	+10
General line.....	14	45,824	13,432	.293	41,827	12,049	.288	253,205	217,420	+16	67,698	60,849	+11

^{1/} Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

^{2/} Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

^{3/} Change of less than 0.5 percent.

FACTS FOR INDUSTRY

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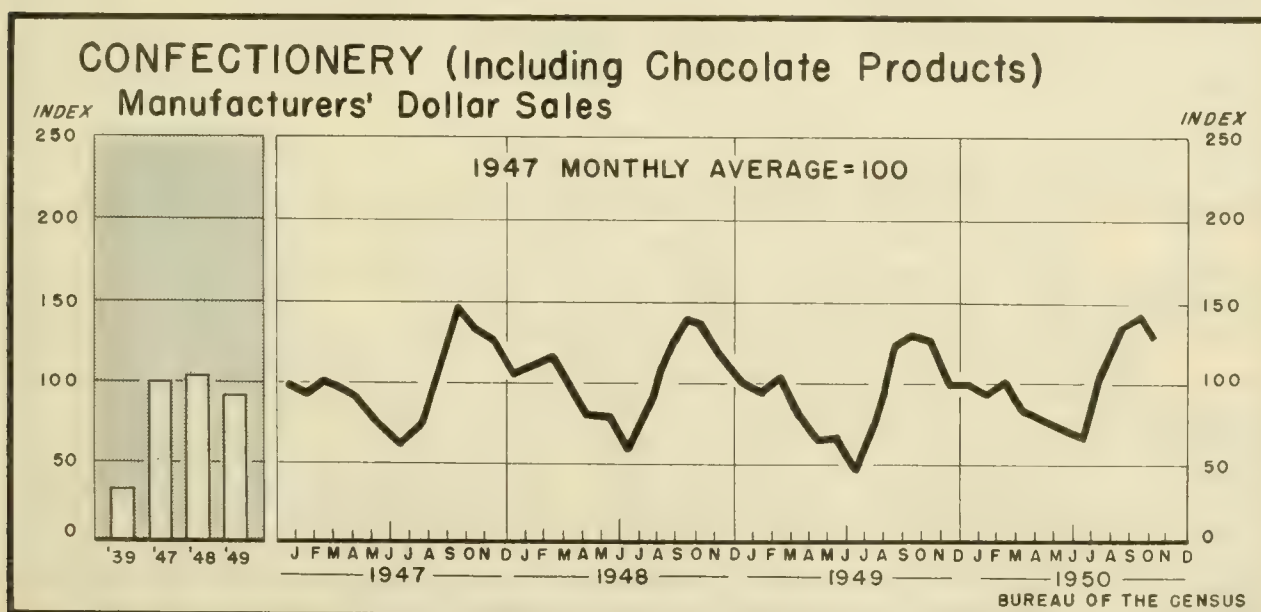
CONFECTIONERY (Including chocolate products) NOVEMBER 1950

Manufacturers' sales of confectionery and chocolate products for the month of November are estimated at \$103 million, according to the Bureau of the Census, Department of Commerce. Reported sales of manufacturer-wholesalers, though 6 percent higher than in November of last year, were 5 percent lower than in October. Sales of chocolate products showed a sharp decline, reported figures running 36 percent below October and 10 percent below November of last year. Manufacturer-retailers reported sales 5 percent higher than last year and 13 percent above October. For the year to date, dollar sales continued 7 percent above last year's 11 months total.

Although November average prices per pound, reported by a group of larger manufacturers, were higher than last year, average prices per pound for the 11 months period were slightly lower than last year with the exceptions of package goods and bulk goods.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 402 establishments reporting for November accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, NOVEMBER 1950¹

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		November 1950 1950 (add 000)	Estimated percent of coverage ³	Percent change from 11 months 1949	11 months 1950 (add 000)
		November 1950 from November 1949	November 1950 from October 1950				
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	\$103,000	...	...	\$864,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	402	+4	-10	89,108	85	+7	748,460
Manufacturer-wholesalers.....	324	+6	-5	72,347	85	+8	576,927
Manufacturer-retailers.....	66	+5	+13	5,947	71	+6	52,283
Chocolate manufacturers.....	12	-10	-36	10,814	100	(⁴)	119,250
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England.....	27	+4	+3	9,462	95	+12	75,246
Middle Atlantic.....	86	+9	-6	20,517	82	+8	166,604
New York and New Jersey.....	41	+12	-2	9,778	71	+10	77,467
Pennsylvania.....	45	+6	-10	10,739	95	+7	89,137
South Atlantic.....	32	+5	+44	2,770	88	+2	18,384
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	22	+4	+8	988	86	+4	7,552
Georgia and Florida.....	10	+5	+76	1,782	90	+1	10,832
East North Central.....	74	+3	-16	26,209	90	+9	229,078
Illinois.....	47	+2	-16	22,979	90	+9	206,944
Ohio and Indiana.....	14	+14	-18	1,760	71	+12	11,964
Michigan and Wisconsin.....	13	+12	-12	1,470	97	+9	10,170
West North Central.....	26	+11	+1	4,140	83	+7	27,340
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	9	+20	+16	1,099	80	+16	6,788
Iowa and Missouri.....	17	+8	-3	3,041	84	+5	20,552
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi....	12	+6	-10	1,667	91	+5	10,855
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	16	+12	+43	2,100	57	+3	11,396
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	+14	+30	993	98	-2	5,619
Pacific.....	42	+6	+12	4,489	49	+3	32,405
California.....	29	+3	+9	3,421	45	+2	25,926
Washington and Oregon.....	13	+17	+26	1,068	58	+9	6,479

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,¹ NOVEMBER 1950

Type of establishment ²	Number of establishments	November 1950			November 1949			11 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	118	140,243	\$48,653	...	150,736	\$48,661	...	1,331,866	1,253,314	+6	\$433,620	\$413,228	+5
Package goods.....	27	18,335	8,243	.450	18,626	7,627	.409	125,694	125,669	(³)	52,083	50,524	+3
Bar goods.....	36	63,375	23,246	.367	71,347	24,706	.346	744,321	706,663	+5	258,271	250,625	+3
Bulk goods.....	41	18,981	5,379	.284	21,316	5,462	.256	169,064	164,115	+3	43,783	40,364	+8
General line.....	14	39,582	11,785	.298	39,447	10,866	.275	292,787	256,867	+14	79,483	71,715	+11

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

³Change of less than 0.5 percent.

FACTS FOR INDUSTRY

FOR RELEASE: February 26, 1951

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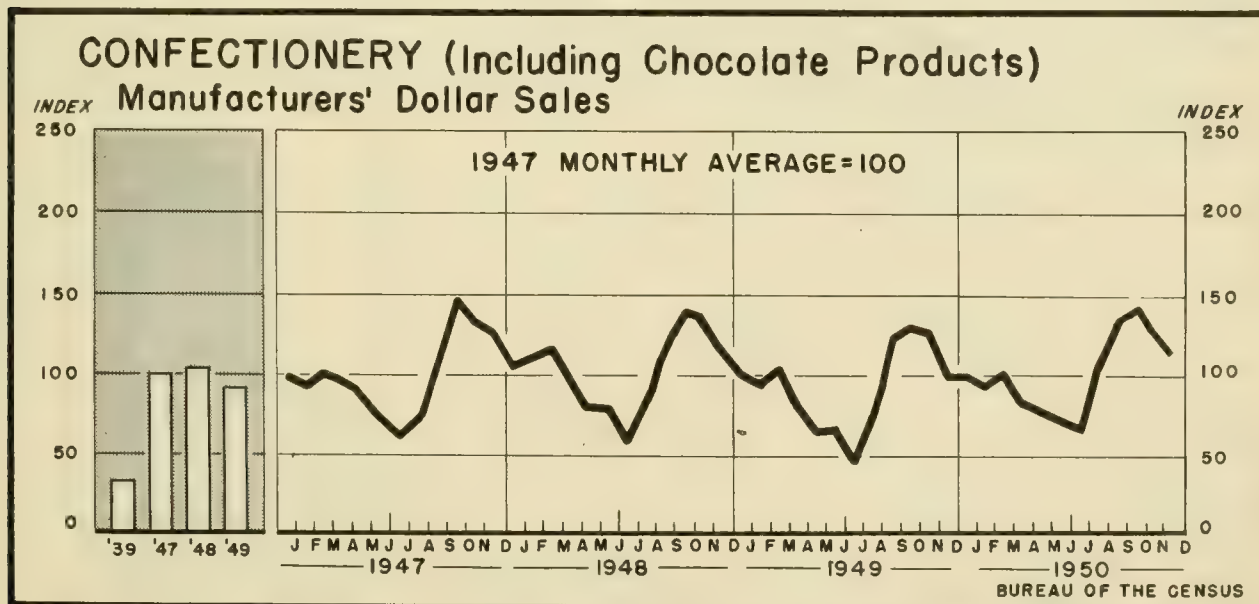
CONFECTIONERY (Including chocolate products) DECEMBER 1950

Manufacturers' sales of confectionery and chocolate products are estimated at \$91 million for the month of December, reported figures running 9 percent below November but 8 percent above December of last year. Manufacturer-wholesalers reported sales 23 percent below the November level but 7 percent above December 1949. Sales of manufacturer-retailers, though only 6 percent above December of last year, were up 158 percent from November. This represents the heaviest November-December increase reported in recent years by manufacturer-retailers. Chocolate products sales declined from the November level but were still 20 percent above December of last year.

For the year 1950, reported dollar sales were 7 percent above last year's 12 months total. Revised 1950 total sales figures, based on an annual survey of all known confectioners, will be published in a later release in this series.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, ect. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 407 establishments reporting for December accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage percentage" and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, DECEMBER 1950 ¹

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		December 1950 (add 000)	Estimated percent of coverage ³	Percent change from 12 months 1949	12 months 1950 (add 000)
		December 1950 from December 1949	December 1950 from November 1950				
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	\$91,000	...	...	\$955,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	407	+8	-9	81,106	85	+7	829,626
Manufacturer-wholesalers.....	327	+7	-23	55,310	84	+8	632,275
Manufacturer-retailers.....	68	+6	+158	15,452	72	+6	67,757
Chocolate manufacturers.....	12	+20	-4	10,344	100	+1	129,594
SALES OF MANUFACTURER-WHOLESALERS, BY STATE							
New England.....	27	+9	-20	7,575	94	+12	82,814
Middle Atlantic.....	88	+19	-4	19,552	81	+9	186,156
New York and New Jersey.....	42	+29	-27	7,055	69	+12	84,522
Pennsylvania.....	46	+13	+16	12,497	95	+8	101,634
South Atlantic.....	32	+5	-29	1,951	86	+2	20,335
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	22	+1	-18	802	80	+4	8,354
Georgia and Florida.....	10	+7	-36	1,149	90	+1	11,981
East North Central.....	74	5	-32	17,878	90	+9	246,953
Illinois.....	47	-2	-32	15,556	90	+8	222,500
Ohio and Indiana.....	14	+6	-37	1,113	71	+12	13,074
Michigan and Wisconsin.....	13	+17	-18	1,209	97	+9	11,379
West North Central.....	27	+5	-48	2,179	85	+7	29,543
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	10	+9	-38	690	80	+15	7,478
Iowa and Missouri.....	17	+3	-51	1,489	87	+5	22,065
East South Central.....	11	-9	-48	863	86	+4	11,718
Kentucky, Tennessee, Alabama, and Mississippi.....							
West South Central	16	-6	-39	1,275	57	+2	12,671
Arkansas, Louisiana, Oklahoma, and Texas.....							
Mountain	9	-4	-35	641	98	-2	6,260
Arizona, Colorado, Idaho, and Utah.....							
Pacific.....	43	-2	-25	3,396	50	+2	35,825
California.....	30	-6	-25	2,574	46	+1	28,513
Washington and Oregon.....	13	+13	-24	822	58	+9	7,312

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, ¹ DECEMBER 1950

Type of establishment ²	Number of establishments	December 1950			December 1949			12 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1950	1949	Percent change 1950 from 1949	1950	1949	Percent change 1950 from 1949
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	118	105,921	\$41,460	...	107,103	\$37,965	...	1,437,787	1,360,417	+6	\$475,080	\$451,193	+5
Package goods.....	27	17,879	10,801	.604	16,751	9,342	.558	143,573	142,420	+1	62,884	59,866	+5
Bar goods.....	36	52,706	20,021	.380	54,813	18,882	.344	797,027	761,476	+5	278,292	269,507	+3
Bulk goods.....	41	14,890	4,588	.308	15,032	3,979	.265	183,954	179,147	+3	48,371	44,343	+9
General line.....	14	20,446	6,050	.296	20,507	5,762	.281	313,233	277,374	+13	85,533	77,477	+10

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

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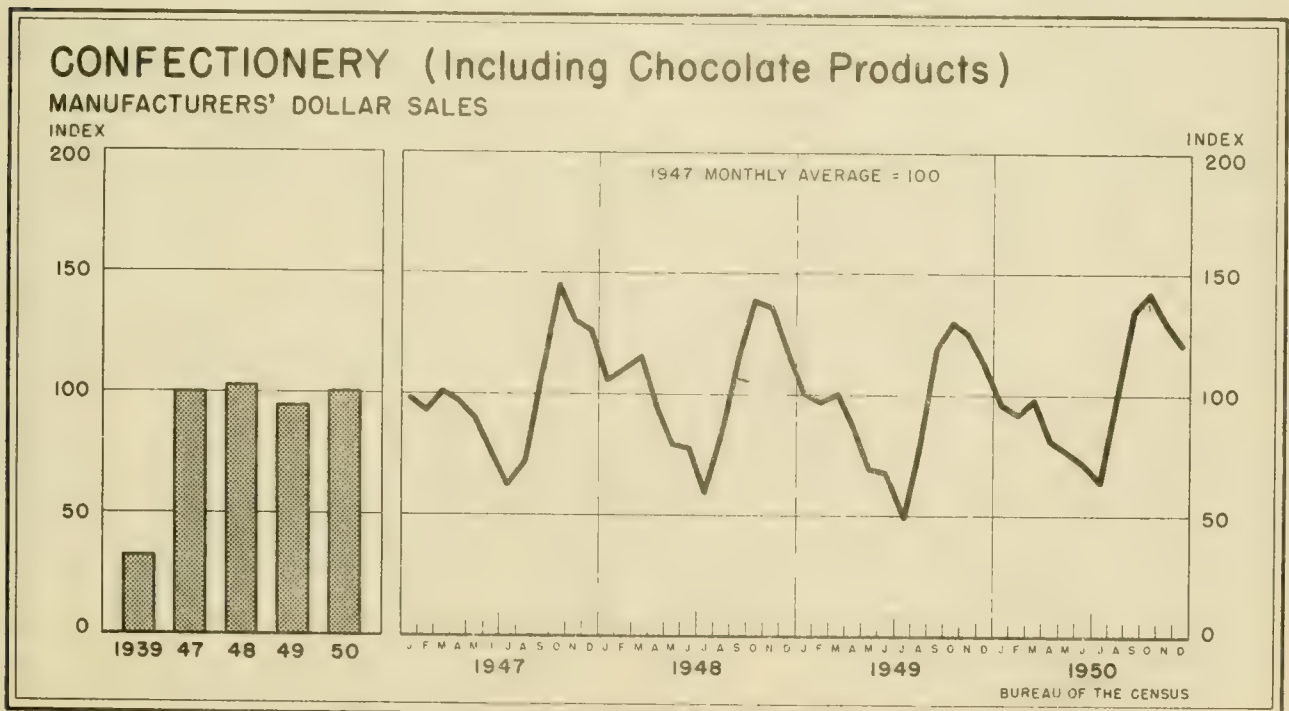
CONFECTIONERY (Including chocolate products) 1950

Manufacturers' sales of confectionery and competitive chocolate products totaled \$960 million during 1950, compared with the 1949 figure (revised) of \$900 million, according to the Bureau of the Census, Department of Commerce.

Chocolate manufacturers' dollar sales of confectionery items showed little change from the preceding year, whereas sales of other manufacturers were up 8 percent. Dollar sales for the first four months of 1950 lagged behind the same period of the previous year. Beginning with May, however, sales were ahead of the corresponding periods of 1949.

The average wholesale price per pound of confectionery and competitive chocolate products in 1950 was \$.320, as indicated by reports from 898 manufacturer-wholesalers who keep sales records in terms of both pounds and dollars. The average price per pound reported by 161 manufacturer-retailers was \$.914. In terms of dollar value of confectionery sales, "bar goods" houses accounted for nearly 50 percent of the total confectionery sales of the manufacturer-wholesaling group. Next in dollar volume were "general line" houses, followed closely by "package goods" and "bulk goods" houses in that order.

This bulletin is based on the first annual survey in this Facts for Industry series. The survey covered all known confectionery manufacturers, and chocolate manufacturers making consumer-type confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate candy bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers. For purposes of this report, confectionery may be defined by the less generic term "candy" and includes items such as candy bars (including solid chocolate), hard candies, caramels



and chewing candies, gum work, pan work, mints, marshmallows, lozenges, sweet-coated nuts and sweet-coated popcorn; but it does not include such items as popcorn (unsweetened), roasted or salted nuts, cough drops, cake decorations, and specialty items sometimes sold at confectionery counters, such as cellophane wrapped cookies.

The 1950 annual survey totals indicated that there was an error of only one percent in the 1950 monthly estimates as previously published in Facts for Industry, Series M-160. However the number of establishments in existence in 1950 was found to be 1,365 rather than the 1,600 which was the previously estimated total number of establishments. This is due largely to the fact that a substantial number of firms went out of business in 1948 and 1949.

Estimates, based largely upon 1947 Census of Manufactures reports and employment records of the Bureau of Old Age and Survivor's Insurance, were made for a number of small firms whose reports were not received in time for this tabulation. Such estimates in the aggregate amounted to approximately one percent of total confectionery sales.

This publication was prepared in the Industry Division under the supervision of A. I. Jacobs, Chief of the Food Section, by Emerson L. Jones.

Table 1.--SUMMARY OF CONFECTIONERY SALES, BY KIND OF BUSINESS: 1950 AND 1949

	1950		1949*
	Number of establishments	Value (000 omitted)	Value (000 omitted)
TOTAL.....	1,365	\$959,602	\$900,000
Manufacturer - wholesalers.....	1,165	740,532	688,000
Manufacturer - retailers.....	188	93,510	87,000
Chocolate manufacturers.....	12	125,560	125,000

*Revised.

Table 2.--TOTAL CONFECTIONERY AND CHOCOLATE PRODUCTS SALES, BY MONTH: 1950 AND 1949

(In millions of dollars)

	1950	1949	Percent change
TOTAL.....	\$960	\$900	+7
January.....	76	80	-5
February.....	73	77	-5
March.....	78	80	-2
April.....	65	68	-4
May.....	61	55	+11
June.....	57	54	+6
July.....	51	39	+31
August.....	80	60	+33
September.....	107	95	+13
October.....	113	103	+10
November.....	103	100	+3
December.....	96	89	+8

*Revised.

Table 3.--DOLLAR VALUE OF CONFECTIONERY SALES OF MANUFACTURER-WHOLESALEERS¹,
BY REGION AND STATE: 1950

Region and State	Number of establishments	Value (000 omitted)
UNITED STATES, TOTAL.....	1,165	\$740,532
New England.....	90	78,769
Middle Atlantic.....	329	221,101
New York.....	141	73,264
New Jersey.....	42	31,587
Pennsylvania.....	146	116,250
East North Central.....	222	286,271
Ohio.....	62	9,406
Indiana.....	11	13,189
Illinois.....	100	250,348
Michigan.....	19	1,693
Wisconsin.....	30	11,635
West North Central.....	74	37,853
Minnesota.....	26	8,877
Iowa, South Dakota, Nebraska and Kansas.....	23	5,770
Missouri.....	25	23,206
South Atlantic.....	118	25,721
Maryland and District of Columbia.....	25	4,350
Virginia and West Virginia.....	21	2,685
North Carolina and South Carolina.....	28	5,165
Georgia.....	28	12,561
Florida.....	16	960
East South Central.....	53	13,956
Kentucky.....	13	4,385
Tennessee.....	18	7,780
Alabama.....	12	1,367
Mississippi.....	10	424
West South Central.....	117	25,001
Arkansas.....	7	772
Louisiana.....	13	4,172
Oklahoma.....	16	3,037
Texas.....	81	17,020
Mountain.....	25	6,765
Idaho and Colorado.....	8	1,347
New Mexico, Arizona and Utah.....	17	5,418
Pacific.....	137	45,095
Washington.....	21	7,657
Oregon.....	12	684
California.....	104	36,754

¹Does not include Chocolate Manufacturers' Sales.

Table 4.--RETAIL DOLLAR VALUE OF CONFECTIONERY SALES OF MANUFACTURER-RETAILERS,
BY REGION AND STATE: 1950

Region and State	Number of establishments	Value (000 omitted)
UNITED STATES, TOTAL.....	188	93,510
New England.....	29	5,406
Massachusetts.....	23	4,885
Maine, New Hampshire and Connecticut.....	6	521
Middle Atlantic.....	44	35,775
New York.....	23	29,343
New Jersey and Pennsylvania.....	21	6,432
North Central.....	43	31,544
Ohio and Indiana.....	12	3,082
Illinois.....	12	10,568
Michigan and Wisconsin.....	8	7,604
Minnesota, Iowa, Missouri, Nebraska and Kansas.....	11	10,290
South Atlantic.....	19	2,649
Maryland and District of Columbia.....	6	937
Virginia, West Virginia and South Carolina.....	4	164
Georgia and Florida.....	9	1,548
South Central.....	...	...
Kentucky, Tennessee, Alabama, Louisiana and Texas.....	11	1,088
Mountain and Pacific.....	42	17,048
Colorado, New Mexico, Arizona, Utah and Nevada.....	11	1,798
Washington and Oregon.....	8	1,145
California.....	23	14,105

Table 5.—CONFECTIONERY SALES, BY TYPE OF HOUSE¹: 1950

TYPE OF HOUSE ²	Number of establishments	Pounds (000 omitted)	Dollar value (000 omitted)	Average price reported per cent
Manufacturer-wholesalers ³	1,177	...	866,092	
Quantity and Value reported.....	898	2,248,536	719,278	32.0
Quantity not reported.....	279		146,814	
Package goods.....	320	...	157,598	
Quantity and Value reported.....	270	317,751	131,410	41.4
Quantity not reported.....	50		26,188	
Bar goods.....	237	...	423,178	
Quantity and Value reported.....	173	996,569	347,834	34.9
Quantity not reported.....	64		75,344	
Bulk goods.....	324	...	94,099	
Quantity and Value reported.....	256	336,104	82,155	24.4
Quantity not reported.....	68		11,944	
General line.....	257	...	183,678	
Quantity and Value reported.....	176	577,319	156,231	27.1
Quantity not reported.....	81		27,447	
Unclassified.....	39	...	7,539	
Quantity and Value reported.....	23	5,352	1,648	30.8
Quantity not reported.....	16		5,891	
Manufacturer-retailers.....	188	...	93,510	
Quantity and Value reported.....	161	90,530	82,737	91.4
Quantity not reported.....	27		10,773	

¹Establishments are classified by principal type of goods. The figures shown represent total confectionery sales of the reporting establishments, not their sales of the specified products.

²"Bar goods" includes 5 and 10 cent specialties, "Bulk goods" includes penny goods. "General line" includes establishments with no one type of product accounting for more than 50 percent of total sales.

³Includes chocolate manufacturers.

FACTS FOR INDUSTRY

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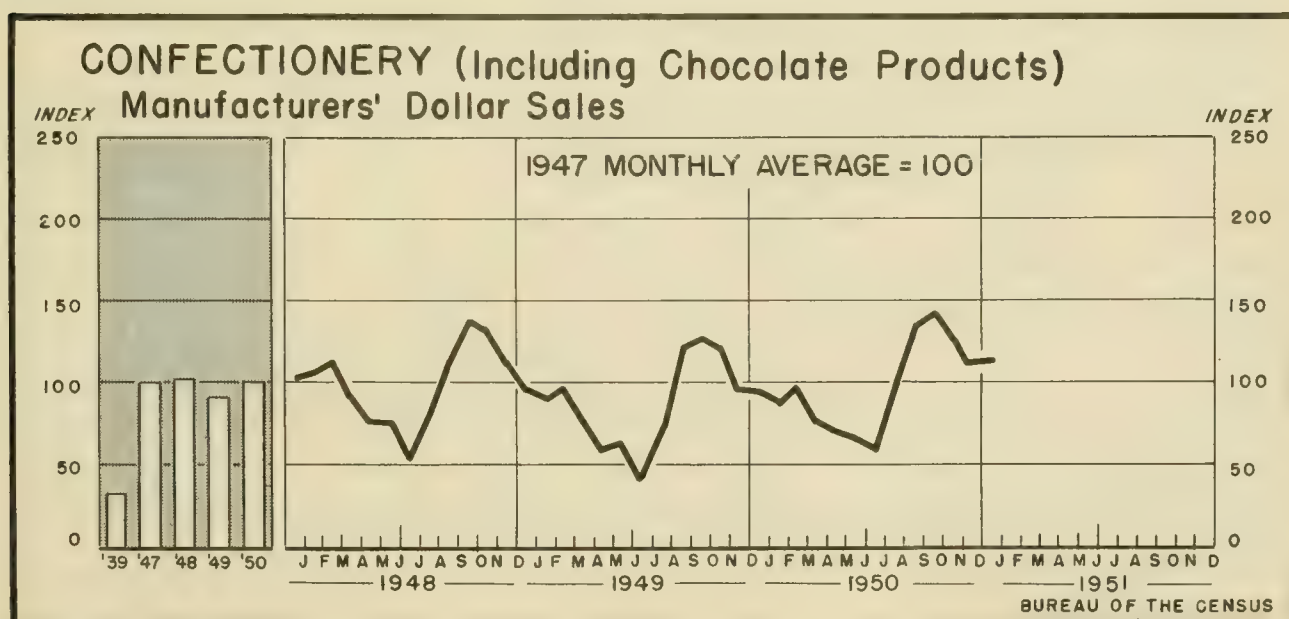
CONFECTIONERY (Including chocolate products) JANUARY 1951

Manufacturers' sales of confectionery and chocolate products are estimated at \$92 million for the month of January 1951, reported figures running 21 percent above January of last year. Reported sales of manufacturer-wholesalers and chocolate manufacturers were up 14 percent and 33 percent, respectively, from December, increases being reflected in the sales of all types of houses. However, in total, these increases were offset by the usual seasonal drop in sales of manufacturer-retailers.

Average prices per pound of confectionery and chocolate products in January were somewhat higher than in January of last year, as indicated by the sales of 119 manufacturers reporting quantity and value of sales for both years. Dollar sales of these manufacturers increased 21 percent over last year, compared with a lesser increase of 11 percent in poundage sales.

DESCRIPTION OF THE SURVEY -- The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 407 establishments reporting for January accounted, in 1947, for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, JANUARY 1951¹

Item	Number of establishments ²	Sales, current month			
		Percent change		January 1951 (add 000)	Estimated percent of coverage ³
		January 1951 from January 1950	January 1951 from December 1950		
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	\$92,000	...
REPORTED SALES, BY KIND OF BUSINESS					
Reported sales.....	407	+21	(5)	79,872	85
Manufacturer-wholesalers.....	329	+21	+14	62,175	85
Manufacturer-retailers.....	66	+1	-74	3,932	72
Chocolate manufacturers.....	12	+27	+33	13,765	100
SALES OF MANUFACTURER-WHOLESALERS, BY STATE					
New England.....	25	+22	+18	7,578	95
Middle Atlantic.....	88	+31	+1	19,640	81
New York and New Jersey.....	41	+33	+16	8,119	69
Pennsylvania.....	47	+29	-8	11,521	94
South Atlantic.....	33	+25	+6	2,180	89
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	22	+23	-5	769	87
Georgia and Florida.....	11	+26	+14	1,411	91
East North Central.....	74	+16	+32	23,987	90
Illinois.....	47	+14	+35	21,419	90
Ohio and Indiana.....	14	+16	+9	1,202	71
Michigan and Wisconsin.....	13	+36	+13	1,366	97
West North Central.....	28	+7	+10	2,446	87
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+9	+4	772	88
Iowa and Missouri.....	17	+6	+12	1,674	87
East South Central					
Kentucky, Tennessee, Alabama, and Mississippi.....	12	+33	+17	1,017	91
West South Central					
Arkansas, Louisiana, Oklahoma, and Texas.....	18	+16	+12	1,457	59
Mountain					
Arizona, Colorado, Idaho, and Utah.....	9	+24	-6	603	98
Pacific.....	42	+21	-4	3,267	49
California.....	30	+19	(5)	2,578	46
Washington and Oregon.....	12	+30	-18	689	57

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,¹ JANUARY 1951

Type of establishment ²	Number of establishments	January 1951			January 1950			Percent change January 1951 from January 1950	
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds	Value
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	119	134,590	\$48,919	...	121,072	\$40,275	...	+11	+21
Package goods.....	27	14,761	7,563	.512	12,874	6,271	.487	+15	+21
Bar goods.....	36	73,413	28,208	.384	68,981	23,602	.342	+6	+20
Bulk goods.....	42	17,063	4,567	.268	14,576	3,644	.250	+17	+25
General line.....	14	29,353	8,581	.292	24,641	6,758	.274	+19	+27

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

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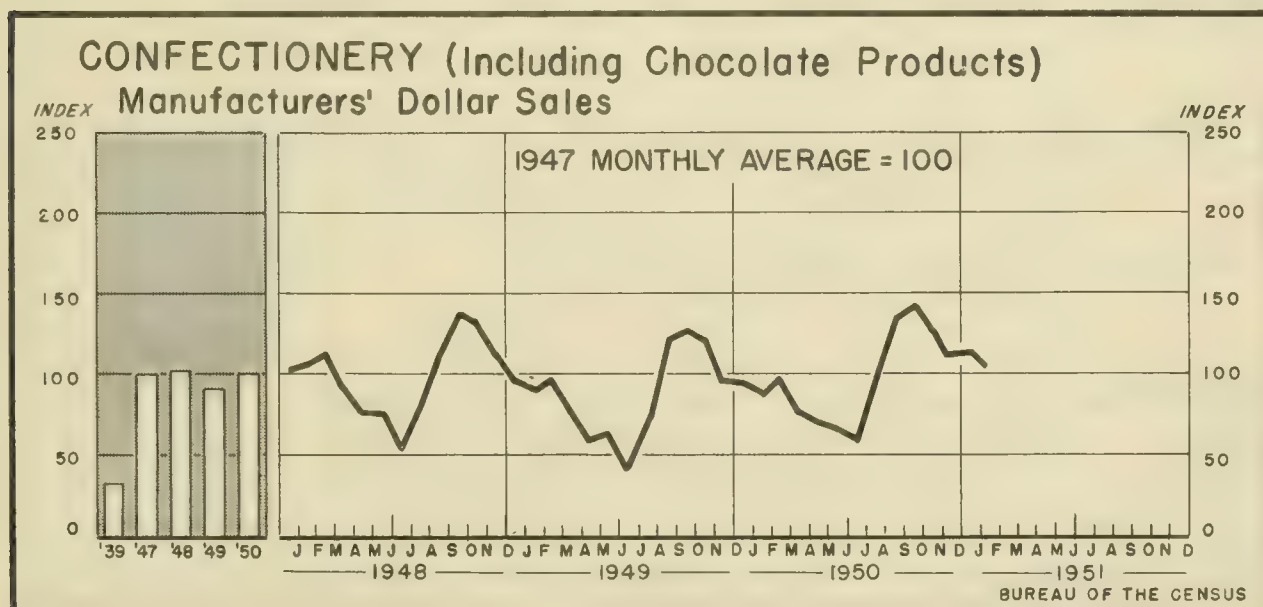
CONFECTIONERY (Including chocolate products) FEBRUARY 1951

Manufacturers' sales of confectionery and chocolate products are estimated at \$84 million for the month of February 1951. Reported figures, although 15 percent above February of last year, were 9 percent lower than in January. Sales of manufacturer-wholesalers and chocolate manufacturers declined 12 percent and 10 percent, respectively, from the previous month, in contrast with the seasonal increase reported by manufacturer-retailers.

Average prices per pound of confectionery and chocolate products for the first two months of 1951 were somewhat higher than last year, as indicated by the sales of 118 manufacturers reporting quantity and value of sales for both years. Dollar sales of these manufacturers increased 20 percent over last year, compared with a lesser increase of 9 percent in poundage sales.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 405 establishments reporting for February accounted, in 1947, for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.



NOTE: The 1949 and 1950 data plotted on this chart are preliminary and subject to revision.

Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, FEBRUARY 1951

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		February 1951 (add 000)	Percentage of coverage ³	Percent change from 2 months 1950	2 months 1951 (add 000)
		February 1951 from February 1950	February 1951 from January 1951				
Confectionery and chocolate products sales, estimated total.....	4,600	...	...	\$84,000	...	...	\$176,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	405	+15	-9	73,057	86	+18	153,664
Manufacturer-wholesalers.....	327	+15	-12	55,196	85	+18	118,106
Manufacturer-retailers.....	66	-3	+41	5,587	72	-1	9,519
Chocolate manufacturers.....	12	+24	-10	12,274	100	+26	26,039
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	25	+4	-26	5,611	95	+13	13,199
Middle Atlantic.....	88	+24	-14	16,894	82	+27	36,531
New York and New Jersey.....	42	+20	-11	7,211	71	+27	15,330
Pennsylvania.....	46	+26	-16	9,683	94	+28	21,201
South Atlantic.....	33	+30	-19	1,776	89	+27	3,956
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina..	23	+14	-13	686	87	+18	1,455
Georgia and Florida.....	10	+43	-22	1,090	90	+33	2,501
East North Central.....	75	+10	-8	22,228	90	+13	46,212
Illinois.....	48	+9	-7	20,087	89	+12	41,506
Ohio and Indiana.....	14	+16	-12	1,051	71	+16	2,250
Michigan and Wisconsin.....	13	+10	-20	1,090	70	+23	2,456
West North Central.....	28	+9	-5	2,505	87	+8	4,990
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+11	-5	752	88	+10	1,524
Iowa and Missouri.....	17	+8	+2	1,753	87	+8	3,466
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi.....	11	+16	-11	898	91	+25	1,915
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	17	+38	-21	1,677	89	+31	3,824
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	+8	-17	500	98	+16	1,103
Pacific.....	41	+18	-5	3,107	49	+20	6,376
California.....	29	+17	-4	2,466	46	+18	5,034
Washington and Oregon.....	12	+20	-7	641	57	+25	1,342

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,¹ FEBRUARY 1951

Type of establishment ²	Number of establishments	February 1951			February 1950			2 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	118	122,292	\$43,230	...	114,400	\$36,198	...	256,882	235,472	+9	\$92,149	\$76,473	+20
Package goods.....	27	12,600	5,372	\$.426	10,805	4,091	\$.379	27,361	23,679	+16	12,935	10,362	+25
Bar goods.....	36	68,967	26,039	.378	63,488	21,575	.340	142,380	132,469	+7	54,247	45,177	+20
Bulk goods.....	41	14,280	4,033	.282	14,317	3,601	.252	31,343	28,893	+8	8,600	7,245	+19
General line.....	14	26,445	7,786	.294	25,790	6,931	.269	55,798	50,431	+11	16,367	13,689	+20

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: May 11, 1951

SERIES

MAY 1 1951
R16C-32RY

CONFECTIONERY
(Including chocolate products)
MARCH 1951

Manufacturers' sales of confectionery and chocolate products are estimated at \$80 million for the month of March 1951. Reported figures, although slightly above March of last year, were 4 percent lower than in February. Sales of manufacturer-wholesalers and chocolate manufacturers declined 5 percent and 9 percent, respectively, from the previous month, in contrast with the 20 percent increase reported by manufacturer-retailers.

Average prices per pound of confectionery and chocolate products for the first 3 months of 1951 were somewhat higher than last year, as indicated by the sales of 117 manufacturers reporting quantity and value of sales for both years. Dollar sales of these manufacturers increased 13 percent over last year, compared with a lesser increase of 2 percent in poundage sales.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 405 establishments reporting for March accounted, in 1947 for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of both the current month's "coverage" percentage and the percentage change from previous periods.

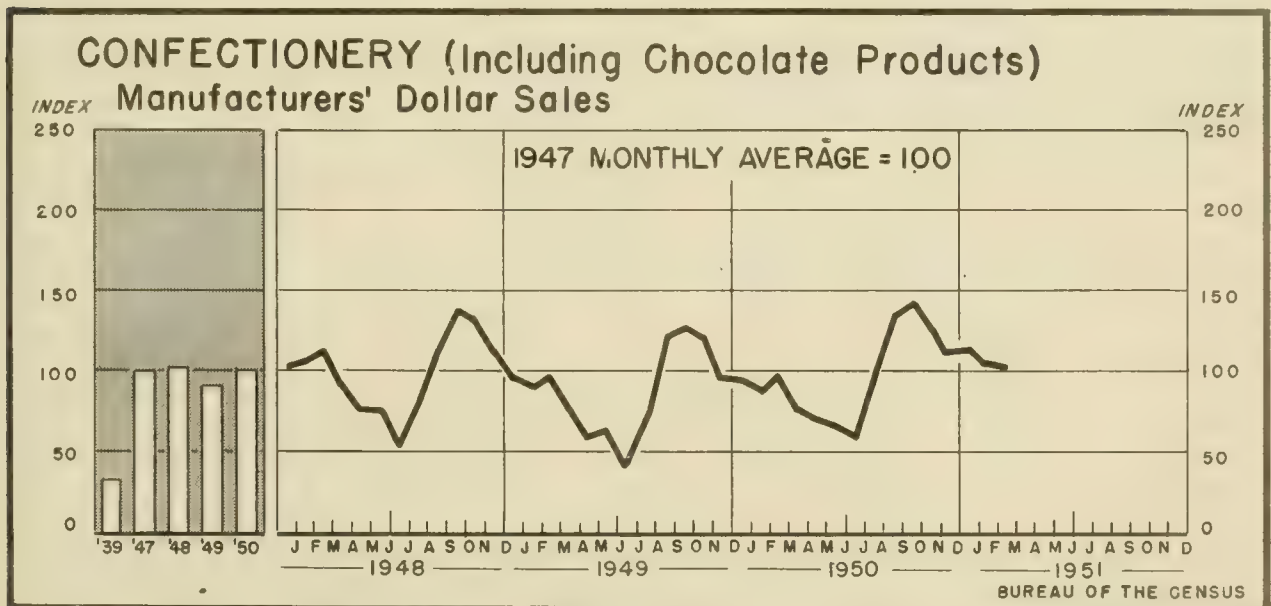


Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, MARCH 1951

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		March 1951 (add 000)	Estimated percent of coverage ³	Percent change from 1950	3 months 1951 (add 000)
		March 1951 from March 1950	March 1951 from February 1951				
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	\$80,000	...	...	\$256,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	405	+1	-4	70,450	86	+12	224,351
Manufacturer-wholesalers.....	323	-3	-5	52,135	85	+11	170,472
Manufacturer-retailers.....	70	+48	+20	7,167	73	+15	16,092
Chocolate manufacturers.....	12	+1	-9	11,148	100	+17	37,187
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	25	-1	+6	5,953	95	+8	19,152
Middle Atlantic.....	89	(5)	-6	15,975	82	+18	52,622
New York and New Jersey.....	43	(5)	-5	6,889	71	+17	22,281
Pennsylvania.....	46	(5)	-6	9,086	94	+18	30,341
South Atlantic.....	32	(5)	+4	1,837	89	+17	5,794
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina...	22	+3	+13	759	87	+13	2,215
Georgia and Florida.....	10	-3	-1	1,078	90	+19	3,579
East North Central.....	72	-7	-10	19,827	89	+6	66,153
Illinois.....	47	-8	-10	17,956	90	+5	59,583
Ohio and Indiana.....	13	+10	-4	985	70	+14	3,228
Michigan and Wisconsin.....	12	+2	-10	486	94	+17	3,342
West North Central.....	28	+1	-4	2,420	87	+6	7,410
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+34	+2	792	88	+17	2,316
Iowa and Missouri.....	17	-9	-7	1,628	87	+2	5,094
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi.....	11	-15	-7	831	91	+9	2,746
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	17	+12	+7	1,791	59	+24	5,615
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	-6	-10	451	98	+9	1,554
Pacific.....	40	+1	-1	3,050	49	+13	9,426
California.....	29	+3	+2	2,511	46	+13	7,545
Washington and Oregon.....	11	-9	-14	539	57	+13	1,881

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE, AND CHOCOLATE MANUFACTURERS, MARCH 1951

Type of establishment ²	Number of establishments	March 1951			March 1950			3 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	117	111,317	\$40,332	...	126,662	\$40,778	...	368,199	362,134	+2	\$132,481	\$117,251	+13
Package goods.....	27	12,299	5,665	\$461	13,556	5,700	\$420	39,660	37,235	+7	18,600	16,062	+16
Bar goods.....	35	65,129	25,105	385	71,429	24,346	341	207,509	203,898	+2	79,352	69,523	+14
Bulk goods.....	41	12,853	3,682	286	13,995	3,481	249	44,196	42,888	+3	12,282	10,726	+15
General line.....	14	21,036	5,880	280	27,682	7,251	262	76,834	78,113	-2	22,247	20,940	+6

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

MASS. INST. TECH.

JUN 20 1951

SERIES SEVEN LIBRARY

FOR RELEASE: June 15, 1951

CONFECTIONERY (Including chocolate products) APRIL 1951

Manufacturers' sales of confectionery and chocolate products are estimated at \$68 million for the month of April 1951. Sales of reporting firms, although 14 percent below March were still 7 percent above April 1950. For the year to date, estimated sales were up 11 percent from the first 4 months of last year.

Poundage sales as reported by a group of 117 establishments in April were about the same as in April of last year whereas dollar sales of this group were up 11 percent. This indication of higher average prices per pound was in line with the 4 months' trend established. For the first 4 months of 1951, these 117 establishments reported increases over the same period last year of only 1 percent in poundage sales compared with 13 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 402 establishments reporting for April accounted, in 1947 for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of the percentage change from previous periods.

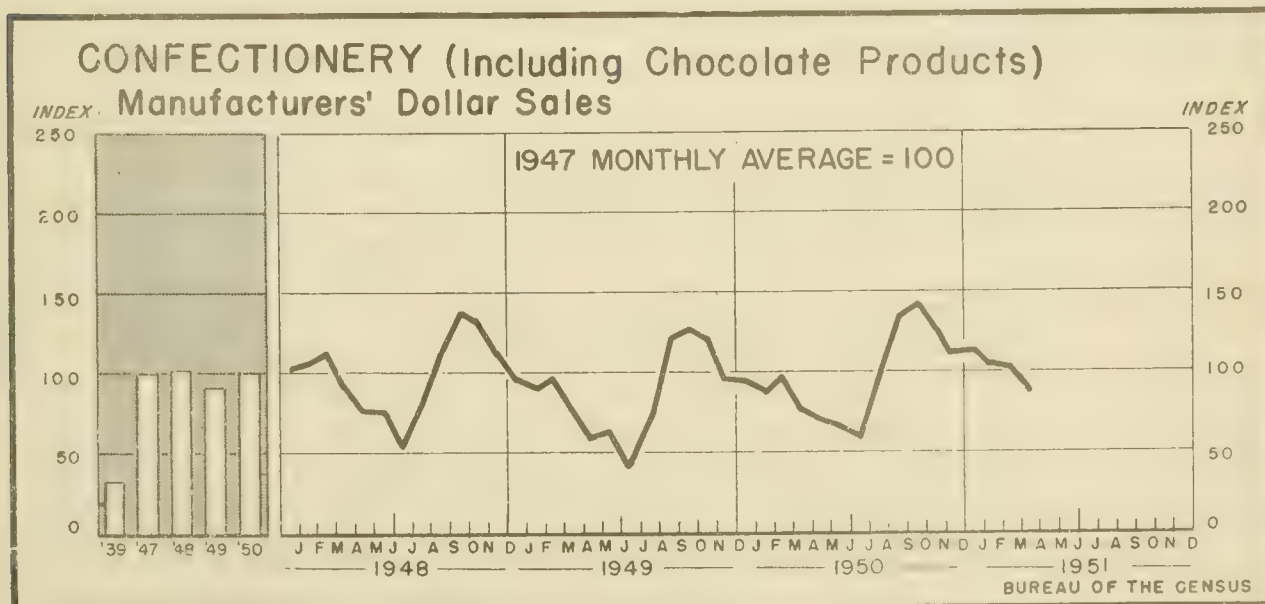


Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, APRIL 1951¹

Item	Number of establishments	Sales, current month				Sales, year to date	
		Percent change		April 1951 (add 000)	Estimated percent of coverage ³	Percent change from 4 months 1950	4 months 1951 (add 000)
		April 1951 from April 1950	April 1951 from March 1951				
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	\$68,000	...	...	\$324,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	402	+7	-14	60,228	86	+11	284,579
Manufacturer-wholesalers.....	321	+10	-12	45,830	85	+11	216,302
Manufacturer-retailers.....	69	-18	-21	5,543	73	+5	22,235
Chocolate manufacturers.....	12	+15	-21	8,855	100	+17	46,042
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	23	+11	-22	4,639	95	+9	23,791
Middle Atlantic.....	87	+17	-11	14,156	81	+17	66,778
New York and New Jersey.....	41	+23	-9	6,252	70	+18	28,533
Pennsylvania.....	46	+12	-13	7,904	94	+17	38,245
South Atlantic.....	32	+8	(s)	1,782	89	+15	7,576
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	22	+14	-9	677	87	+13	2,892
Georgia and Florida.....	10	+5	+6	1,105	90	+16	4,684
East North Central.....	72	+5	-11	17,594	89	+6	83,747
Illinois.....	47	+3	-10	15,965	90	+5	75,548
Ohio and Indiana.....	13	+26	-5	935	70	+17	4,163
Michigan and Wisconsin.....	12	+11	-22	694	94	+16	4,036
West North Central.....	28	+16	-11	2,149	87	+8	9,559
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+34	-16	552	88	+21	2,978
Iowa and Missouri.....	17	+10	-9	1,487	87	+3	6,581
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi.....	11	+6	(s)	831	91	+8	3,577
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	17	-1	-19	1,463	59	+18	7,078
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	+4	-4	433	98	+7	1,987
Pacific.....	40	+16	-9	2,783	49	+13	12,209
California.....	29	+19	-8	2,320	46	+14	9,865
Washington and Oregon.....	11	+5	-14	463	57	+11	2,344

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

⁵Change of less than 0.5 percent.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,¹ APRIL 1951

Type of establishment ²	Number of establishments	April 1951			April 1950			4 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	117	100,550	\$35,453	...	99,885	\$31,848	...	468,749	\$462,019	+1	\$167,934	\$149,099	+13
Package goods.....	27	12,073	5,739	\$.475	12,149	5,337	\$.439	51,733	49,384	+5	24,339	21,399	+14
Bar goods.....	35	57,938	21,417	.370	57,671	18,973	.329	265,447	261,569	+1	100,769	88,496	+14
Bulk goods.....	41	11,442	3,179	.278	11,657	3,008	.258	55,638	54,545	+2	15,461	13,734	+13
General line.....	14	19,097	5,118	.268	18,408	4,530	.246	95,931	96,521	-1	27,365	25,470	+7

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 20, 1951

SERIES: M16C-51

CONFECTIONERY

(Including chocolate products)

MAY 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$65 million for the month of May 1951. Sales of reporting firms, although 4 percent below April, were still considerably above May of last year. For the year-to-date, reported sales were up 11 percent from the corresponding period of last year.

Poundage sales as reported by a group of 118 establishments in May 1951, showed little change from May of last year. Dollar value of sales of this group, however, were up 12 percent from May of last year, indicating a continuing trend towards higher average prices per pounds of confectionery. For the first 5 months of 1951 these 118 establishments reported increases over the same period last year of less than 1 percent in poundage sales, compared with 12 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total, but only the sales actually reported are broken down by kind of business or for States. The 398 establishments reporting for May accounted, in 1947 for 86 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of the percentage change from previous periods.

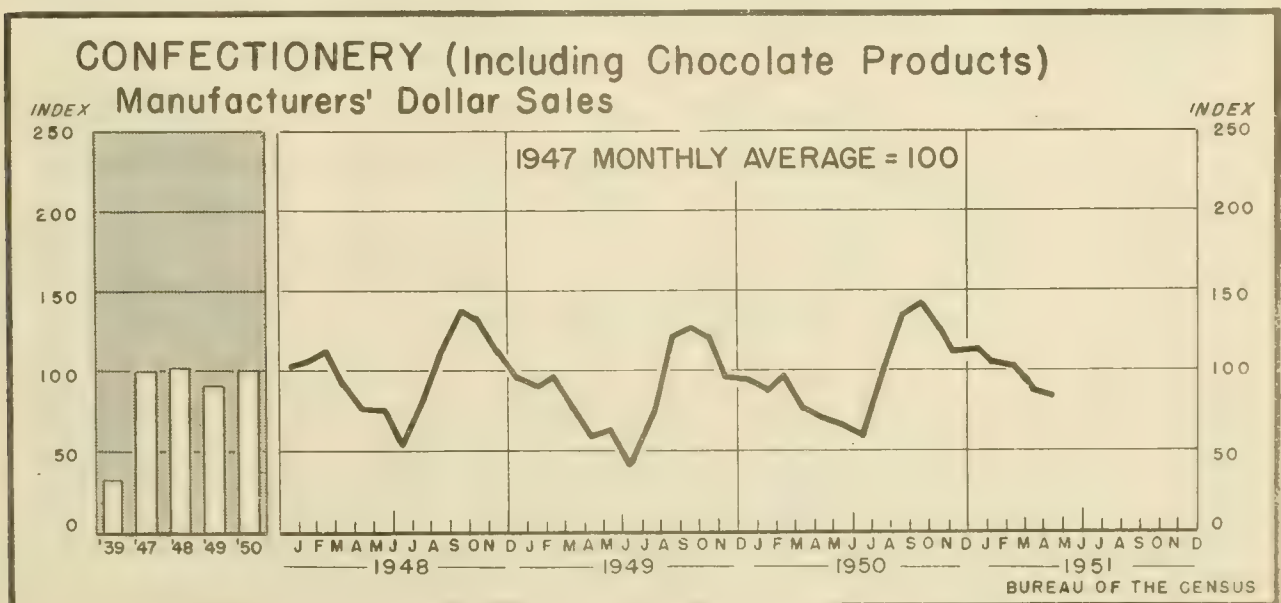


Table 1.—CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, MAY 1951^a

Item	Number of establishments ²	Sales, current month				Sales, year to date		
		Percent change		May 1951 from May 1950	May 1951 from April 1951	May 1951 (add 000)	Estimated percent of coverage ³	Percent change from 5 months 1950
		May 1951 from May 1950	May 1951 from April 1951					5 months 1951 (add 000)
Confectionery and chocolate products sales, estimated total.....	4,600	...	...			\$65,000	...	\$389,000
REPORTED SALES, BY KIND OF BUSINESS								
Reported sales.....	398	+9	-4			57,882	86	342,443
Manufacturer-wholesalers.....	315	+9	-4			44,388	85	260,672
Manufacturer-retailers.....	71	+4	-7			5,265	73	27,500
Chocolate manufacturers.....	12	+17	-7			8,229	100	54,271
SALES OF MANUFACTURER-WHOLESALERS, BY STATE								
New England.....	25	+1	-12			4,090	95	27,881
Middle Atlantic.....	86	+15	(⁵)			14,254	81	81,032
New York and New Jersey.....	41	+17	+9			6,805	70	35,338
Pennsylvania.....	45	+13	-7			7,449	94	45,694
South Atlantic.....	31	+15	-18			1,467	89	9,043
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	21	+19	-5			645	87	3,537
Georgia and Florida.....	10	+13	-26			822	90	5,506
East North Central.....	70	+5	-1			17,555	89	101,299
Illinois.....	45	+5	(⁵)			16,028	90	91,576
Ohio and Indiana.....	13	+7	-8			857	70	5,017
Michigan and Wisconsin.....	12	+4	-3			670	94	4,706
West North Central.....	27	+13	+1			2,162	87	11,721
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+25	-5			631	88	3,609
Iowa and Missouri.....	16	+8	+4			1,531	87	8,112
East South Central.....								
Kentucky, Tennessee, Alabama, and Mississippi.....	11	+22	-2			816	91	4,393
West South Central.....								
Arkansas, Louisiana, Oklahoma, and Texas.....	16	-4	-31			1,003	57	8,081
Mountain.....								
Arizona, Colorado, Idaho, and Utah.....	9	+5	-9			392	98	2,379
Pacific.....	40	+10	-4			2,649	49	14,449
California.....	29	+10	-4			2,204	46	12,054
Washington and Oregon.....	11	+6	-3			445	57	2,789

Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the industry, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here. In a few cases, two or more factories in the same State under the same ownership are counted as one establishment. The sales volume in 1947 accounted for by manufacturers reporting for current month. The figures for which sales are estimated. Change of less than 0.5 percent.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,¹ MAY 1951

Type of establishment ²	Number of establishments	May 1951			May 1950			5 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS	118	98,819	\$33,573	...	98,505	\$30,082	...	567,568	560,524	+1	\$201,507	\$179,181	+12
Package goods.....	27	10,918	4,285	\$392	11,070	3,918	\$354	62,651	60,454	+4	28,624	25,317	+13
Milk goods.....	35	58,924	21,717	.269	55,534	18,548	.234	324,371	317,103	+2	122,488	107,044	+14
General line.....	41	10,806	2,847	.263	12,099	2,860	.236	66,444	66,644	(³)	18,308	16,594	+10
	15	18,171	4,724	.260	19,802	4,756	.240	114,102	116,323	-2	32,089	30,000	+7

Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

¹Change of less than 0.5 percent.

FACTS FOR INDUSTRY

MASS. INST. TECH.

AUG 21 1951

FOR RELEASE: August 15, 1951

SERIES: MINC-01111111

CONFECTIONERY

(Including chocolate products)

JUNE 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$59 million for the month of June, 1951. Sales of reporting firms although 9 percent below May were 8 percent above June of last year. For the year-to-date, reported sales were up 10 percent from the corresponding period of last year.

Poundage sales as reported by a group of 117 establishments in June 1951 were down 4 percent from June of last year. Dollar value of sales of this group, however, were up 9 percent from June of last year, indicating a continuing trend towards higher average prices per pound of confectionery. For the first 6 months of 1951 these 117 establishments reported increases over the same period last year of only 1 percent in poundage sales, compared with 12 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 395 establishments reporting for June accounted, in 1947 for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of the percentage change from previous periods.

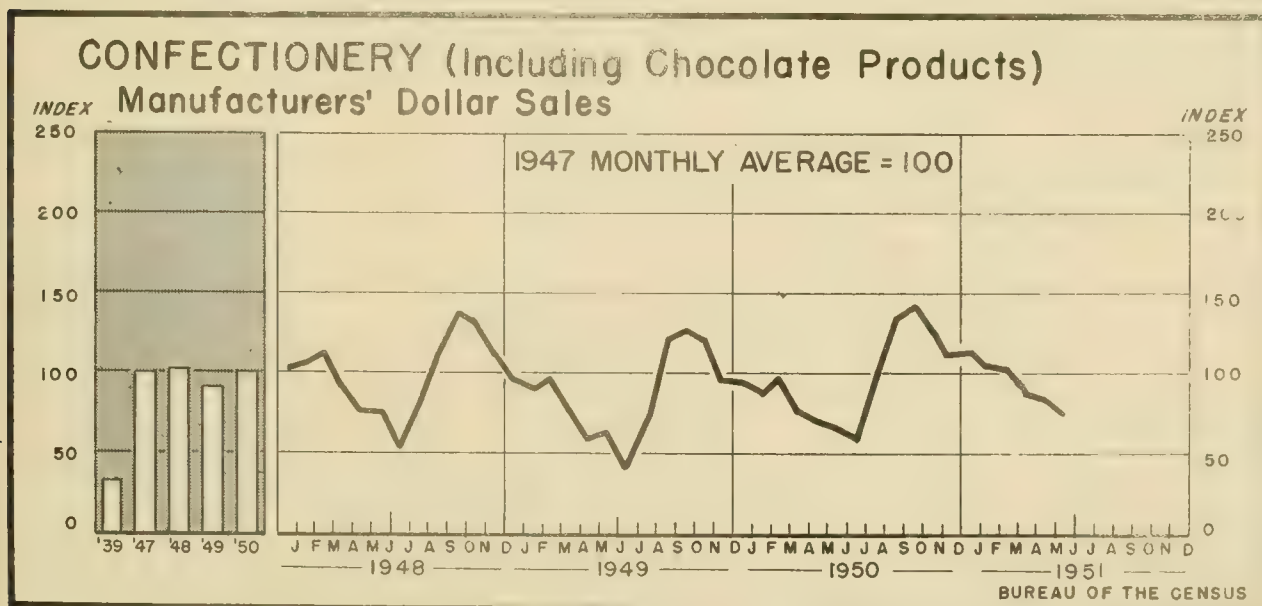


Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, JUNE 1951¹

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		June 1951 from June 1950 (add 000)	Estimated percent of coverage ³	Percent change from 6 months 1950	6 months 1951 (add 000)
		June 1951 from June 1950	June 1951 from May 1951				
Confectionery and chocolate products sales, estimated	4,160	...	...	59,000	...	...	449,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	395	+8	-9	52,769	85	+10	395,212
Manufacturer-wholesalers.....	313	+6	-7	41,636	84	+10	302,308
Manufacturer-retailers.....	70	+8	-12	4,564	73	+5	32,064
Chocolate manufacturers.....	12	+20	-17	6,569	100	+14	60,840
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	25	+5	-1	4,042	95	+7	31,923
Middle Atlantic.....	82	+8	-7	13,685	81	+15	94,717
New York and New Jersey.....	36	+12	-5	6,801	70	+17	42,139
Pennsylvania.....	46	+4	-8	6,884	94	+14	52,578
South Atlantic.....	31	+16	-1	1,456	89	+15	10,499
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	21	+30	+15	742	87	+17	4,279
Georgia and Florida.....	10	+3	-13	714	90	+14	6,220
East North Central.....	72	+4	-9	16,091	89	+6	117,390
Illinois.....	47	+5	-8	14,821	90	+5	106,397
Ohio and Indiana.....	13	+9	-14	725	70	+14	5,742
Michigan and Wisconsin.....	12	-3	-19	545	94	+12	5,251
West North Central.....	27	+10	-10	1,922	85	+9	13,643
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+20	-6	595	88	+21	4,204
Iowa and Missouri.....	16	+6	-11	1,327	84	+5	9,439
East South Central....							
Kentucky, Tennessee, Alabama, and Mississippi....	11	+7	-19	658	91	+10	5,051
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	16	-13	-27	734	57	+12	8,815
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	-2	-7	364	98	+6	2,743
Pacific.....	40	+8	-2	2,684	49	+12	17,527
California.....	29	+10	+1	2,312	46	+13	14,366
Washington and Oregon.....	11	-7	-17	372	57	+8	3,161

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,¹ JUNE 1951

Type of establishment ²	Number of establishments	June 1951			June 1950			6 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.	117	89,080	\$30,348	...	92,373	\$27,887	...	656,648	652,897	+1	\$231,855	\$207,068	+12
Package goods.....	27	11,736	4,244	\$.362	11,395	3,771	\$.331	74,387	71,849	+4	32,868	29,088	+13
Bar goods.....	35	52,336	19,607	.375	52,108	17,273	.331	376,707	369,211	+2	142,093	124,317	+14
Bulk goods.....	40	9,716	2,508	.258	11,063	2,588	.234	76,160	77,707	-2	20,816	19,182	+9
General line.....	15	15,292	3,989	.261	17,807	4,255	.239	129,394	134,130	-4	36,078	34,481	+5

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

FACTS FOR INDUSTRY

MASS. INST. TECH.

SEP 26 1951

DEWEY LIBRARY

MLbC-71

FOR RELEASE: September 25, 1951

SERIES: MLbC-71

CONFECTIONERY (Including chocolate products) JULY 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$54 million for the month of July, 1951. Sales of reporting firms, although 9 percent below June, were 8 percent above July of last year. For the year-to-date, reported sales were up 12 percent from the corresponding period of last year.

Poundage sales as reported by a group of 116 establishments for the first 7 months of 1951 were up 4 percent from the corresponding period of last year, compared with a sharper increase of 15 percent in dollar value. Average prices per pound of confectionery as indicated by reports from these 116 establishments in July 1951 ranged from 2 to 4 cents higher than in July of last year.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and all chocolate manufacturers making products such as milk chocolate bars, chocolate bars with nuts, chocolate bits, etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers.

Monthly estimates of sales of all manufacturers are published in total but only the sales actually reported are broken down by kind of business or for States. The 395 establishments reporting for July accounted, in 1947 for 85 percent of the total sales of the specified products reported in the Census of Manufactures in that year (allowance is made for firms known to have gone out of business since 1947). Similar percentages, all based on 1947 records, are shown in table 1 for each type of business and for manufacturer-wholesalers by geographic location. These "coverage" percentages may be used to gauge roughly the extent to which the month-to-month percent change figures shown in table 1 are reliable indicators of trends in total confectionery sales. The estimated sales figure in table 1 is an average calculated by use of the percentage change from previous periods.

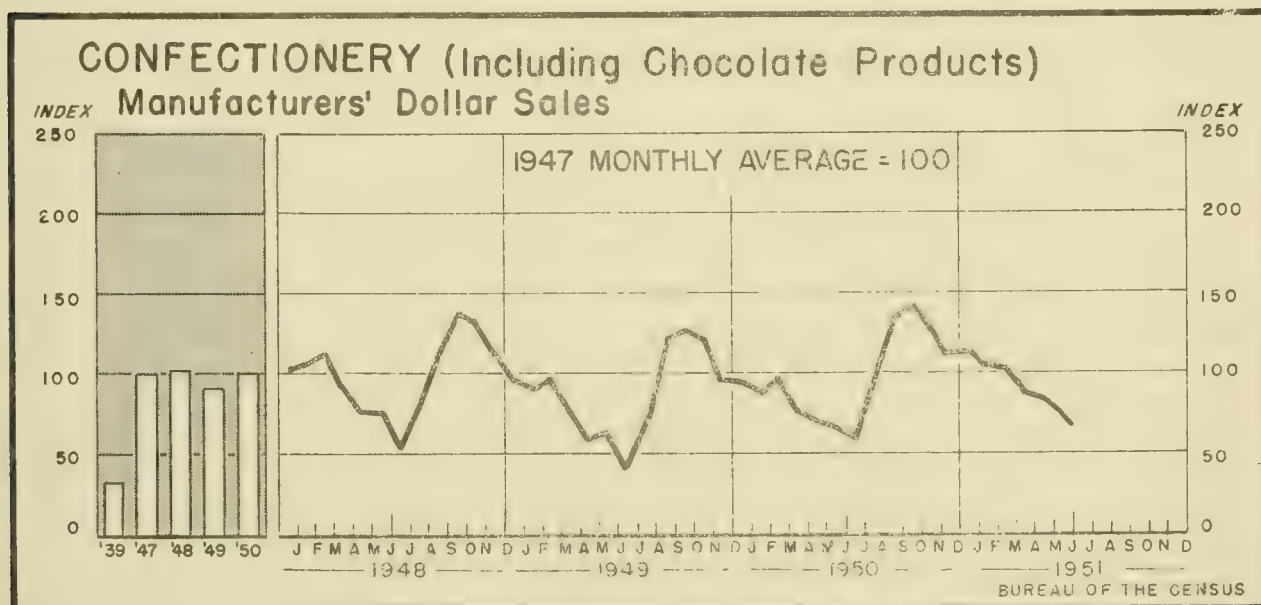


Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION, JULY 1951¹

Item	Number of establishments ²	Sales, current month				Sales, year to date	
		Percent change		July 1951 (add 000)	Estimated percent of coverage ³	Percent change from 7 months 1950	7 months 1951 (add 000)
		July 1951 from July 1950	July 1951 from June 1951				
Confectionery and chocolate products sales, estimated total.....	41,600	...	...	54,000	...	...	503,000
REPORTED SALES, BY KIND OF BUSINESS							
Reported sales.....	395	+8	-9	47,507	85	+12	443,026
Manufacturer-wholesalers.....	313	+9	-7	37,825	84	+11	340,133
Manufacturer-retailers.....	70	-1	-17	3,757	73	+11	35,821
Chocolate manufacturers.....	12	+11	-10	5,925	100	+16	67,072
SALES OF MANUFACTURER-WHOLESALE, BY STATE							
New England.....	26	-7	-26	3,009	95	-15	34,932
Middle Atlantic.....	85	+16	-6	12,636	81	+20	107,353
New York and New Jersey.....	40	+14	+2	6,567	70	+18	48,706
Pennsylvania.....	45	+17	-12	6,069	94	+21	58,647
South Atlantic.....	31	+13	-9	1,269	89	+15	11,768
Maryland, Delaware, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	21	+13	-16	565	87	+15	4,844
Georgia and Florida.....	10	+13	-3	704	90	+14	6,924
East North Central.....	69	+9	-2	15,975	89	+10	133,365
Illinois.....	44	+9	-1	14,873	90	+10	121,270
Ohio and Indiana.....	13	+12	-14	623	70	+10	6,365
Michigan and Wisconsin.....	12	+2	-12	479	94	+8	5,730
West North Central.....	27	+6	-26	1,425	85	+11	15,070
Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	11	+21	-33	401	88	+31	4,605
Iowa and Missouri.....	16	+1	-23	1,024	84	+5	10,463
East South Central							
Kentucky, Tennessee, Alabama, and Mississippi.....	11	+8	-5	625	91	+11	5,676
West South Central							
Arkansas, Louisiana, Oklahoma, and Texas.....	16	-21	-16	623	57	+54	9,438
Mountain							
Arizona, Colorado, Idaho, and Utah.....	9	-3	-27	267	98	+5	3,010
Pacific.....	39	+12	-8	1,996	49	+11	19,523
California.....	28	+16	-24	1,707	46	+14	16,073
Washington and Oregon.....	11	-6	-23	289	57	+1	3,450

¹Manufacturers report sales each month for both the current and previous periods. Because of changes in the composition of the reporting panel, the dollar figures published in previous bulletins in this series are not directly comparable to the figures shown here.

²In a few cases, two or more factories in the same State under the same ownership are counted as one establishment.

³Percentage of total sales volume in 1947 accounted for by manufacturers reporting for current month.

⁴Approximate number for which sales are estimated.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,¹ JULY 1951

Type of establishment ²	Number of establishments	July 1951			July 1950			7 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.	116	85,072	29,145	...	84,752	\$25,634	...	741,720	716,292	+4	261,000	\$226,175	+16
Package goods.....	27	11,727	4,359	\$.372	8,814	3,011	\$.342	86,114	67,101	+28	37,227	27,000	+38
Bar goods.....	35	48,056	18,107	.377	48,848	16,093	.329	424,763	419,354	+1	160,200	147,000	+9
Bulk goods.....	39	9,321	2,568	.276	12,150	2,902	.239	85,481	91,327	-6	23,384	22,000	+6
General line.....	15	15,968	4,111	.257	14,940	3,628	.243	145,362	138,510	+5	40,189	35,600	+13

¹Manufacturers who keep poundage records. The figures in this table reflect trends among the larger companies, rather than in the entire industry.

²Establishments are classified by principal type of goods. "General line" includes establishments with no one type of products accounting for more than 50 percent of total sales. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods.

ERRATA SHEET

Confectionery
(Including Chocolate Products)

July 1951

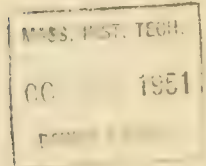


Table 2 of Facts for Industry, Series M16C, for July 1951, and that portion of Table 1 showing percentage change figures, 7 months 1951 from 7 months 1950, through error, were based on unrevised data for 1950. The revised data are as follows:

Table 1.--CONFECTIONERY AND CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS AND LOCATION

Item	Percentage change-- 7 mos. 1951 from 7 mos. 1950	Item	Percentage change-- 7 mos. 1951 from 7 mos. 1950
REPORTED SALES, BY KIND OF BUSINESS		Illinois.....	+5
Reported sales.....	+10	Ohio and Indiana.....	+14
Manufacturer-wholesalers.....	+10	Michigan and Wisconsin.....	+11
Manufacturer-retailers.....	+4	West North Central.....	+9
Chocolate manufacturers.....	+17	Minnesota, Kansas, North Dakota, South Dakota, and Nebraska.....	+21
SALES OF MANUFACTURER-WHOLESALEERS, BY STATE		Iowa and Missouri.....	+4
New England.....	+6	East South Central	
Middle Atlantic.....	+16	Kentucky, Tennessee, Alabama, and Mississippi.....	+10
New York and New Jersey.....	+17	West South Central	
Pennsylvania.....	+15	Arkansas, Louisiana, Oklahoma, and Texas.....	+9
South Atlantic.....	+15	Mountain	
Maryland, Delaware, District of Col- umbia, Virginia, West Virginia, North Carolina, and South Carolina.....	+16	Arizona, Colorado, Idaho and Utah.....	+5
Georgia and Florida.....	+14	Pacific.....	+12
East North Central.....	+6	California.....	+13
		Washington and Oregon.....	+7

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS

Type of establishment	July 1950			7 months			
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)		Value (add 000)	
				1950	Percent change 1951 from 1950	1950	Percent change 1951 from 1950
TOTAL.....	85,650	\$26,121	...	738,547	(¹)	\$233,189	+12
Package goods.....	10,641	3,581	\$.336	82,490	+4	32,669	+14
Bar goods.....	48,496	16,071	.331	417,707	+2	140,388	+14
Bulk goods.....	11,171	2,755	.247	88,878	-4	21,937	+7
General line.....	15,342	3,714	.242	149,472	-3	38,195	+5

¹Less than 0.5 percent change.

FACTS FOR INDUSTRY

1951

FOR RELEASE: October 29, 1951

SERIES: M16C-81

CONFECTIONERY (Including chocolate products) AUGUST 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$72 million for the month of August 1951. Although 33 percent above July, sales in August 1951 were 10 percent lower than sales in August of last year. Manufacturer-wholesalers and chocolate manufacturers showed declines of 11 percent and 14 percent respectively from August of last year in contrast to a 14 percent increase reflected in manufacturer-retailers' sales.

The average wholesale price of confectionery and competitive chocolate products continued above last year, as indicated by reports from 115 manufacturers reporting poundage and dollar value for August of both years. Dollar value of sales of these 115 establishments were down 11 percent from August of last year compared with a sharper decline of 19 percent in poundage. For the year to date these same establishments reported a decrease of 3 percent in poundage sales compared with a rise of 8 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from a sample of confectionery manufacturers, and chocolate manufacturers making consumer type of confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location.

In previous bulletins in this series, monthly estimates of sales of all manufacturers of confectionery and competitive chocolate products were published in total, but only the sales actually reported were broken down by kind of business or for states. Beginning with the month of August, estimates will be published in total and by kind of business, and, for manufacturer-wholesalers, by divisions and states. This was made possible by an annual survey for 1950, covering all confectionery manufacturers. The 392 establishments reporting for the month of August, 1951, accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The quantity and value figures shown in Table II are based on reports from a selected group of manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table II does not, therefore, purport to represent changes within the entire industry.

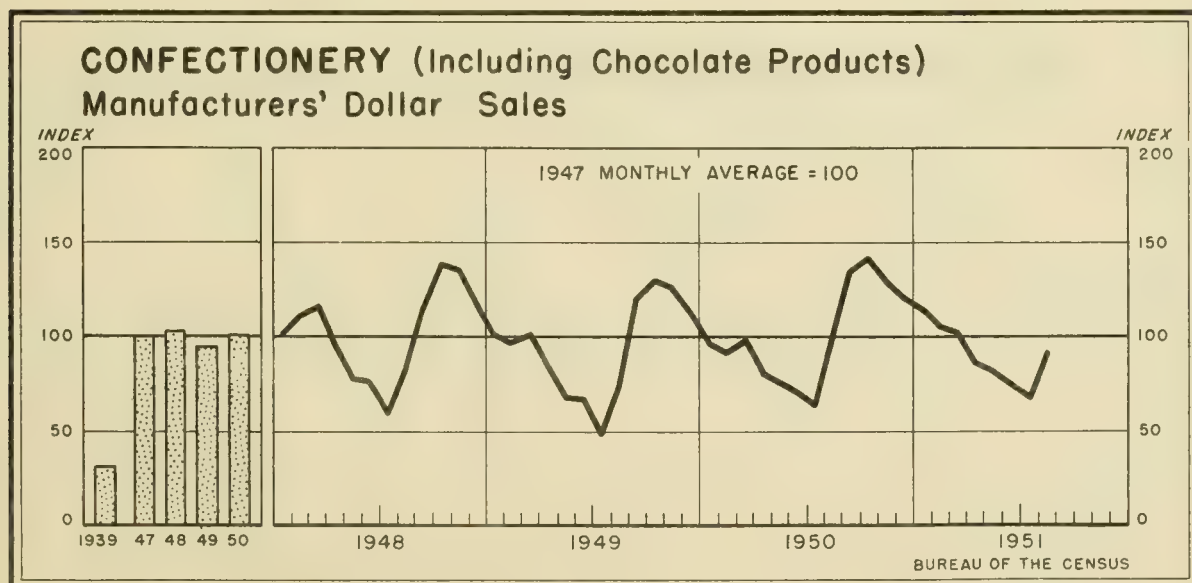


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments ¹		Sales current month and comparisons					Sales year to date	
	Total ²	Report- ing	August 1951 (add 000)	July 1951 (add 000)	August 1950 (add 000)	Percent change August 1951 from July 1951	Percent change August 1951 from August 1950	8 months 1951 (add 000)	Percent change from 8 months 1950 (add 000)
Confectionery and competitive chocolate products, estimated total.....	1,365	392	72,408	54,385	80,245	+33	-10	575,223	+6
BY KIND OF BUSINESS									
Manufacturer-wholesalers.....	1,165	310	55,007	43,040	61,788	+28	-11	442,442	+5
Manufacturer-retailers ⁴	188	71	6,344	5,302	5,546	+20	+14	55,953	+10
Chocolate manufacturers.....	12	11	11,057	6,043	12,911	+83	-14	76,828	+12
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES									
New England.....	90	26	5,649	3,440	7,062	+64	-20	45,777	+2
Middle Atlantic.....	329	84	18,048	14,541	18,070	+24	(³)	140,300	+11
New York and New Jersey.....	183	40	9,157	7,702	8,819	+19	+4	65,452	+10
Pennsylvania.....	146	44	8,891	6,839	9,251	+30	-4	74,848	+13
East North Central.....	222	69	20,638	17,134	25,157	+20	-18	164,341	-1
Illinois.....	100	44	18,579	15,472	22,943	+20	-19	144,332	-2
Ohio and Indiana.....	73	13	1,490	1,082	1,456	+38	+2	12,498	+15
Michigan and Wisconsin.....	49	12	569	580	758	-2	-25	7,511	+8
West North Central.....	74	25	2,752	1,796	2,907	+53	-5	21,517	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	33	10	680	520	668	+31	+2	6,649	+23
Iowa and Missouri.....	41	15	2,072	1,276	2,239	+62	-7	14,868	+1
South Atlantic.....	118	31	1,932	1,648	2,080	+17	-7	16,785	+12
Maryland, District of Columbia, Virginia, West Vir- ginia, North Carolina, and South Carolina.....	74	21	1,029	855	1,039	+20	-1	8,083	+15
Georgia and Florida.....	44	10	903	793	1,041	+14	-13	8,702	+10
East South Central.....	53	11	894	742	1,095	+20	-18	7,631	+6
Kentucky, Tennessee, Alabama, and Mississippi.....	53	11	894	742	1,095	+20	-18	7,631	+6
West South Central.....	117	16	1,383	871	1,325	+59	+4	13,583	+2
Arkansas, Louisiana, Oklahoma, and Texas.....	117	16	1,383	871	1,325	+59	+4	13,583	+2
Mountain.....	25	9	370	289	451	+28	-18	3,628	+3
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	9	370	289	451	+28	-18	3,628	+3
Pacific.....	137	39	3,341	2,579	3,641	+30	-8	28,880	+12
California.....	104	28	2,819	2,234	3,044	+26	-7	24,253	+14
Washington and Oregon.....	33	11	522	345	597	+51	-13	4,627	+2

¹ In a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

² Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location.

³ Less than 0.5 percent change.

⁴ Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS¹

Type of Establishment ²	Number of estab- lish- ments	August 1951			August 1950			8 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SE- LECTED ESTABLISHMENTS...	115	112,715	\$38,672	...	138,477	\$43,259	...	854,435	877,024	-3	\$299,672	\$276,448	+8
Package Goods.....	27	12,894	4,845	\$.376	12,928	4,547	\$.352	99,008	95,418	+4	42,072	37,216	+13
Bar Goods.....	34	65,180	24,981	.382	82,404	28,363	.344	489,943	500,111	-2	185,181	168,751	+10
Bulk Goods.....	39	11,675	2,922	.250	15,036	3,639	.242	97,156	103,914	-7	26,306	25,576	+3
General Line.....	15	22,966	5,924	.258	28,109	6,710	.239	168,328	177,581	-5	46,113	44,905	+3

¹ Manufacturers who keep poundage records. The figures in the table reflect trends among the larger companies rather than in the entire industry.

² Establishments are classified by principal type of goods "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods. Figures shown represent total confectionery sales of the companies included, rather than their sales of the specified products.

FACTS FOR INDUSTRY

FOR RELEASE: November 15, 1951

SERIES: M16C-91

CONFECTIONERY (Including chocolate products)

SEPTEMBER 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$100 million for the month of September 1951. Although 39 percent above August, sales in September 1951 were 6 percent lower than sales in September of last year. Manufacturer-wholesalers and chocolate manufacturers showed declines of 6 percent and 8 percent respectively from September of last year in contrast to a 2 percent increase reflected in manufacturer-retailers' sales.

The average wholesale price of confectionery and competitive chocolate products continued above last year, as indicated by reports from 115 manufacturers reporting poundage and dollar value for September of both years. Dollar value of sales of these 115 establishments were down 5 percent from September of last year compared with a sharper decline of 11 percent in poundage. For the year to date these same establishments reported a decrease of 4 percent in poundage sales compared with a rise of 6 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type of confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The quantity and value figures shown in Table II are based on reports from a selected group of manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table II does not, therefore, purport to represent changes within the entire industry.

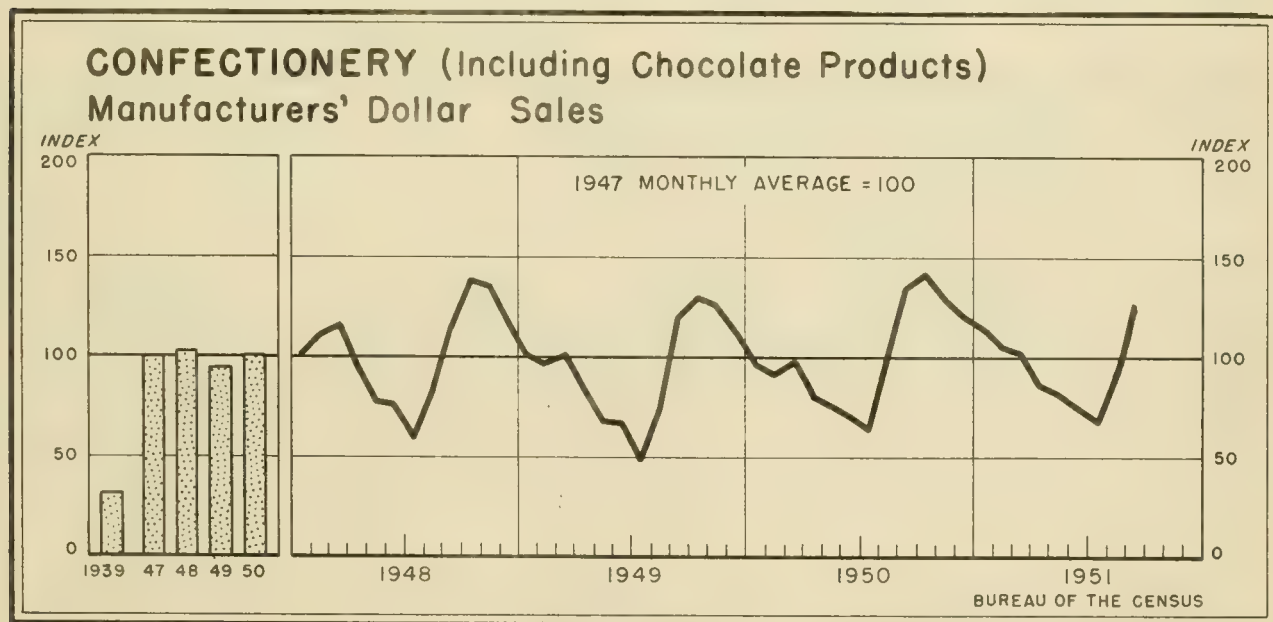


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales, year to date	
		September 1951 (add 000)	August 1951 (add 000)	September 1950 (add 000)	Percent change		9 months 1951 (add 000)	Percent change from 9 months 1950 (add 000)
					September 1951 from August 1951	September 1951 from September 1950		
Confectionery and competitive chocolate products, estimated total.....	1,365	100,170	71,824	106,754	+39	-6	674,809	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	75,290	54,674	80,328	+38	-6	517,399	+3
Manufacturer-retailers ²	188	6,661	6,093	6,544	+9	+2	62,363	+9
Chocolate manufacturers.....	12	18,219	11,057	19,882	+65	-8	95,047	+8
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES								
New England.....	90	8,684	5,649	8,899	+54	-2	54,461	+2
Middle Atlantic.....	329	22,122	18,048	22,598	+23	-2	162,422	+9
New York and New Jersey.....	183	11,446	9,157	11,606	+25	-1	76,898	+8
Pennsylvania.....	146	10,676	8,891	10,992	+20	-3	85,524	+11
East North Central.....	222	30,514	20,638	33,680	+48	-9	194,855	-2
Illinois.....	100	26,615	18,579	29,582	+43	-10	170,947	-4
Ohio and Indiana.....	73	2,586	1,490	2,839	+74	-9	15,084	+10
Michigan and Wisconsin.....	49	1,313	569	1,259	+131	+4	8,824	+7
West North Central.....	74	3,761	2,752	4,245	+37	-11	25,278	+4
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,019	680	1,157	+50	-12	7,668	+17
Iowa and Missouri.....	41	2,742	2,072	3,088	+32	-11	17,610	-1
South Atlantic.....	118	2,358	1,932	2,330	+22	+1	19,143	+11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,147	1,029	1,143	+11	(³)	9,230	+13
Georgia and Florida.....	44	1,211	903	1,187	+34	+2	9,913	+9
East South Central.....								
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,196	894	1,533	+34	-22	8,827	+1
West South Central.....								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,706	1,050	1,960	+62	-13	14,956	-2
Mountain.....								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	686	370	640	+85	+7	4,314	+4
Pacific.....	137	4,263	3,341	4,443	+28	-4	33,143	+10
California.....	104	3,552	2,819	3,715	+26	-4	27,805	+11
Washington and Oregon.....	33	711	522	728	+36	-2	5,338	+4

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS¹

Type of establishment ²	Number of establishments	September 1951			September 1950			9 months					
								Pounds (add 000)			Value (add 000)		
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS...	115	152,448	\$55,085	...	171,569	\$57,789	...	1,006,883	1,048,593	-4	354,757	334,237	+6
Package goods.....	27	16,422	6,548	.399	16,665	6,142	.369	115,430	112,083	+3	48,620	43,358	+12
Bar goods.....	34	81,687	32,915	.403	94,329	34,912	.370	571,630	594,440	-4	218,096	203,663	+7
Bulk goods.....	39	16,404	4,053	.247	18,481	4,428	.240	113,560	122,395	-7	30,359	30,004	+1
General line.....	15	37,935	11,569	.305	42,094	12,307	.292	206,263	219,675	-6	57,682	57,212	+1

¹Manufacturers who keep poundage records. The figures in the table reflect trends among the larger companies rather than in the entire industry.

²Establishments are classified by principal type of goods "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods. Figures shown represent total confectionery sales of the companies included, rather than their sales of the specified products.

FACTS FOR INDUSTRY

FOR RELEASE: December 17, 1951

SERIES: M16C-101

CONFECTIONERY (Including chocolate products)

OCTOBER 1951

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$114 million for the month of October 1951. Although 14 percent above September, sales in October were just slightly higher than October of last year. Manufacturer-wholesalers reported virtually no change in dollar value of sales from October of last year in contrast to an increase of 13 percent in manufacturer-retailers' sales, and a decrease of 2 percent in chocolate manufacturers' sales.

The average wholesale price per pound of confectionery and competitive chocolate products continued above last year as indicated by reports from 115 manufacturer-wholesalers, reporting poundage and dollar value of sales for both years. For the year to date these 115 establishments reported a decrease from the corresponding period of last year of 4 percent in terms of poundage, in contrast to a rise of 5 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type of confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The quantity and value figures shown in table 2 are based on reports from a selected group of manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent changes within the entire industry.

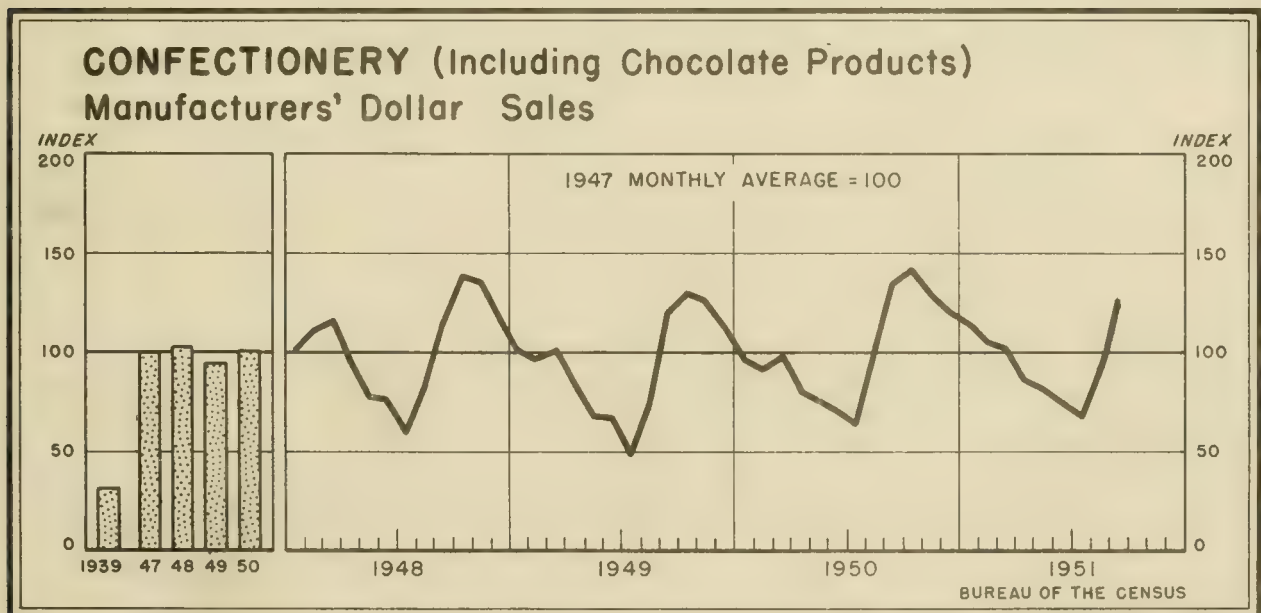


Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales, year to date	
		October 1951 (add 000)	September 1951 (add 000)	October 1950 (add 000)	Percent change		10 months 1951 (add 000)	Percent change from 10 months 1950
					October 1951 from September 1951	October 1951 from October 1950		
Confectionery and competitive chocolate products, estimated total.....	1,365	113,945	100,170	112,862	+14	+1	788,754	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	89,660	75,290	89,161	+19	+1	607,059	+3
Manufacturer-retailers ²	188	8,110	6,661	7,199	+22	+13	70,473	+9
Chocolate manufacturers.....	12	16,175	18,219	16,502	-11	-2	111,222	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES								
New England.....	90	9,727	8,684	8,810	+12	+10	64,188	+3
Middle Atlantic.....	329	27,461	22,122	25,583	+24	+7	189,883	+9
New York and New Jersey.....	183	12,652	11,446	12,397	+11	+2	89,550	+7
Pennsylvania.....	146	14,809	10,676	13,186	+39	+12	100,333	+11
East North Central.....	222	32,530	30,514	36,015	+7	-10	227,385	-3
Illinois.....	100	27,386	26,615	30,247	+3	-9	198,333	-4
Ohio and Indiana.....	73	3,377	2,586	3,805	+31	-11	18,461	+5
Michigan and Wisconsin.....	49	1,767	1,313	1,963	+35	-10	10,591	+4
West North Central.....	74	5,460	3,761	5,306	+45	+3	30,738	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,646	1,019	1,457	+62	+13	9,314	+16
Iowa and Missouri.....	41	3,814	2,742	3,849	+39	-1	21,424	-1
South Atlantic.....	118	2,792	2,358	2,446	+18	+14	21,935	+11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,515	1,147	1,307	+32	+16	10,745	+14
Georgia and Florida.....	44	1,277	1,211	1,139	+5	+12	11,190	+9
East South Central.....	53	2,507	1,196	2,208	+110	+14	11,334	+4
Kentucky, Tennessee, Alabama, and Mississippi.....	53	2,507	1,196	2,208	+110	+14	11,334	+4
West South Central.....	117	2,729	1,706	2,941	+60	-7	17,685	-3
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,729	1,706	2,941	+60	-7	17,685	-3
Mountain.....	25	778	686	832	+13	-6	5,092	+2
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	778	686	832	+13	-6	5,092	+2
Pacific.....	137	5,676	4,263	5,020	+33	+13	38,819	+10
California.....	104	4,722	3,552	4,059	+33	+16	32,527	+12
Washington and Oregon.....	33	954	711	961	+34	-1	6,292	+1

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS¹

Type of establishment ²	Number of establishments	October 1951			October 1950			10 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)		Percent change 1951 from 1950	Value (add 000)		Percent change 1951 from 1950
								1951	1950		1951	1950	
TOTAL REPORTED BY SELECTED ESTABLISHMENTS..	115	162,916	\$58,327	...	168,994	\$57,910	...	1,168,799	1,217,587	-4	413,084	392,147	+5
Package goods.....	27	19,076	8,284	.434	17,189	7,273	.423	134,506	129,272	+4	56,904	50,631	+12
Bar goods.....	34	84,308	33,137	.393	84,916	31,840	.375	654,938	679,356	-4	251,233	235,503	+7
Bulk goods.....	39	18,933	4,846	.256	19,807	4,991	.252	132,493	142,202	-7	35,205	34,395	+1
General line.....	15	40,599	12,060	.297	47,082	13,806	.293	246,862	266,757	-7	69,742	71,018	-2

¹Manufacturers who keep poundage records. The figures in the table reflect trends among the larger companies rather than in the entire industry.

²Establishments are classified by principal type of goods "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods. Figures shown represent total confectionery sales of the companies included, rather than their sales of the specified products.

FACTS FOR INDUSTRY

FOR RELEASE: January 18, 1952

SERIES: M16C-111

CONFECTIONERY (Including chocolate products) NOVEMBER 1951

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales at \$114 million for the month of November, 1951. Total sales in November, although 11 percent higher than in November of last year, showed virtually no change from the levels in October. All segments of the industry reported increased sales in November 1951 as compared with the same month of last year, ranging from 39 percent for chocolate manufacturers to 7 percent for manufacturer-wholesalers.

The average wholesale price per pound of confectionery and competitive chocolate products continued above last year as indicated by reports from 115 manufacturer-wholesalers, reporting poundage and dollar value of sales for both years. For the year to date these 115 establishments reported a decrease from the corresponding period of last year of 2 percent in terms of poundage, in contrast to a rise of 7 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type of confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The quantity and value figures shown in Table II are based on reports from a selected group of manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table II does not, therefore, purport to represent changes within the entire industry.

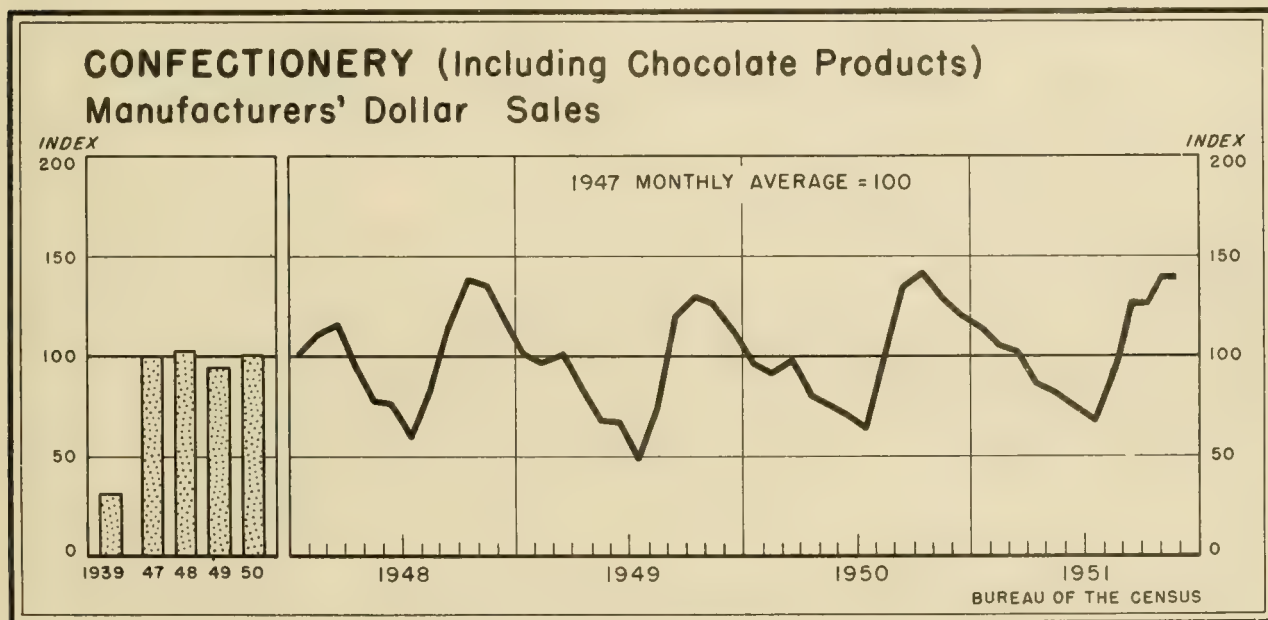


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales, year to date	
		November 1951 (add 000)	October 1951 (add 000)	November 1950 (add 000)	Percent change		11 Months 1951 (add 000)	Percent change from 11-Months 1950
					November 1951 from October 1951	November 1951 from November 1950		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$113,842	\$113,945	\$102,452	(³)	+11	\$902,596	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	89,723	89,660	83,755	(³)	+7	697,782	+3
Manufacturer-retailers ²	188	9,393	8,110	8,135	+16	+15	79,866	+10
Chocolate manufacturers.....	12	14,726	16,175	10,562	-9	+39	125,948	+9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES								
New England.....	90	10,097	9,727	9,074	+4	+11	74,285	+4
Middle Atlantic.....	329	24,519	27,461	23,941	-11	+2	214,402	+3
New York and New Jersey.....	183	11,644	12,652	12,104	-8	-4	101,194	+6
Pennsylvania.....	146	12,875	14,809	11,837	-13	+9	113,208	+11
East North Central.....	222	32,956	32,530	29,912	+1	+10	260,341	-2
Illinois.....	100	27,083	27,386	25,064	-1	+3	225,416	-3
Ohio and Indiana.....	73	3,808	3,377	3,120	+13	+22	22,269	+2
Michigan and Wisconsin.....	49	2,065	1,767	1,728	+17	+20	12,656	+6
West North Central.....	74	5,622	5,460	4,973	+3	+13	36,360	+5
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,483	1,646	1,304	-10	+14	10,797	+16
Iowa and Missouri.....	41	4,139	3,814	3,669	+9	+13	25,563	+1
South Atlantic.....	118	3,885	2,792	3,522	+39	+10	25,820	+11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,652	1,515	1,517	+9	+9	12,397	+13
Georgia and Florida.....	44	2,233	1,277	2,005	+75	+11	13,423	+10
East South Central.....								
Kentucky, Tennessee, Alabama, and Mississippi.....	53	2,364	2,507	1,987	-6	+19	13,698	+6
West South Central.....								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	3,393	2,729	3,642	+24	-7	21,078	-
Mountain.....								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	975	778	1,082	+25	-10	6,067	(³)
Pacific.....	137	5,912	5,676	5,622	+4	+5	44,731	+9
California.....	104	4,653	4,722	4,412	-1	+5	37,180	+11
Washington and Oregon.....	33	1,259	954	1,210	+32	+4	7,551	+2

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS¹

Type of establishment ²	Number of establishments	November 1951			November 1950			11 months					
		Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS..	115	158,518	\$57,928	...	140,245	\$48,273	...	1,327,317	1,357,832	-2	\$471,012	\$440,420	+7
Package goods.....	27	21,110	9,346	.443	19,565	8,593	.439	155,616	148,837	+5	66,250	59,224	+12
Bar goods.....	34	77,859	31,086	.399	62,972	23,222	.369	732,797	742,328	-1	282,319	258,725	+9
Bulk goods.....	39	16,985	4,528	.267	16,604	4,283	.258	149,478	158,806	-6	39,733	39,278	+1
General line.....	15	42,564	12,968	.305	41,104	12,175	.296	289,426	307,861	-6	82,710	83,193	-1

¹Manufacturers who keep poundage records. The figures in the table reflect trends among the larger companies rather than in the entire industry.

²Establishments are classified by principal type of goods. "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods. Figures shown represent total confectionery sales of the companies included, rather than their sales of the specified products.

FACTS FOR INDUSTRY

FOR RELEASE: February 11, 1952

SERIES: M16C-121

CONFECTIONERY (Including chocolate products) DECEMBER 1951

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in December, 1951, at \$97,030 thousand, 2 percent above December of the preceding year. Preliminary figures indicate that manufacturers' sales of confectionery and competitive chocolate products during the year 1951 almost reached one billion dollars, an increase of 4 percent over the 1950 level.

The average wholesale price per pound of confectionery and competitive chocolate products during 1951 was considerably higher than in 1950, as indicated by reports from 115 manufacturer wholesalers reporting poundage and dollar value of sales for both years. For 1951 these 115 establishments reported a decrease from the previous year of 2 percent in terms of poundage in contrast to an increase of 7 percent in dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type of confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The quantity and value figures shown in Table 2 are based on reports from a selected group of manufacturers (chiefly large firms) who keep records of sales in terms of dollars and pounds. Table 2 does not, therefore, purport to represent changes within the entire industry.

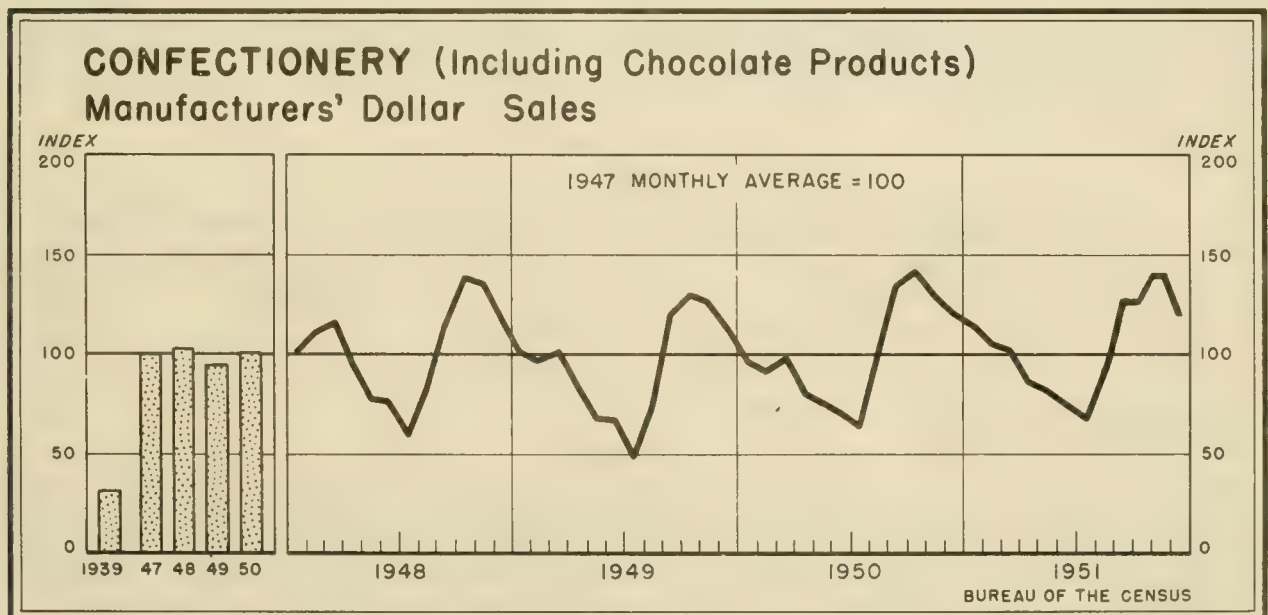


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales, year to date	
		December 1951 (add 000)	November 1951 (add 000)	December 1950 (add 000)	Percent change		12 months 1951 (add 000)	Percent change 12 months 1951 from 12 months 1950
					December 1951 from November 1951	December 1951 from December 1950		
Confectionery and competitive chocolate products, estimated total.....	1,365	97,030	113,842	95,523	-15	+2	999,626	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	66,089	89,723	64,993	-26	+2	762,871	+3
Manufacturer-retailers ²	188	21,405	9,393	20,988	+128	+2	101,271	+8
Chocolate manufacturers.....	12	9,536	14,726	9,542	-35	(³)	135,484	+8
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES								
New England.....	90	7,184	10,097	7,259	-29	-1	81,469	+3
Middle Atlantic.....	329	22,839	24,519	23,072	-7	-1	237,241	+7
New York and New Jersey.....	183	8,110	11,644	8,992	-30	-10	109,304	+4
Pennsylvania.....	146	14,729	12,875	14,080	+14	+5	127,937	+10
East North Central.....	222	21,554	32,956	21,084	-35	+2	281,895	-2
Illinois.....	100	17,955	27,083	17,701	-34	+1	243,371	-3
Ohio and Indiana.....	73	2,059	3,808	1,966	-46	+5	24,328	+8
Michigan and Wisconsin.....	49	1,540	2,065	1,417	-25	+9	14,196	+7
West North Central.....	74	3,144	5,622	2,506	-44	+25	39,504	+6
Minnesota, Kansas, South Dakota, and Nebraska.....	33	969	1,483	767	-35	+26	11,766	+17
Iowa and Missouri.....	41	2,175	4,139	1,739	-47	+25	27,738	+2
South Atlantic.....	118	2,593	3,885	2,554	-33	+2	28,413	+10
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,275	1,652	1,218	-23	+5	13,672	+12
Georgia and Florida.....	44	1,318	2,233	1,336	-41	-1	14,741	+9
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,260	2,364	1,033	-47	+22	14,958	+7
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas...	117	2,387	3,393	2,565	-30	-7	23,465	-4
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	714	975	703	-27	+2	6,781	(³)
Pacific.....	137	4,414	5,912	4,217	-25	+5	49,145	+9
California.....	104	3,514	4,653	3,297	-24	+7	40,694	+11
Washington and Oregon.....	33	900	1,259	920	-29	-2	8,451	+1

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS¹

Type of establishment ²	Number of establishments	December 1951			December 1950			12 months					
		Pounds (add 000)	Value (add 000)	Average Value	Pounds (add 000)	Value (add 000)	Average Value	Pounds (add 000)			Value (add 000)		
								1951	1950	Percent change 1951 from 1950	1951	1950	Percent change 1951 from 1950
TOTAL REPORTED BY SELECTED ESTABLISHMENTS.....	115	110,744	\$44,225	...	104,662	\$40,504	...	1,438,061	1,462,494	-2	\$515,237	\$480,924	+7
Package goods.....	27	19,922	12,162	.610	18,941	11,139	.588	175,538	167,778	+5	78,412	70,363	+11
Bar goods.....	34	55,950	21,760	.389	52,506	20,015	.381	788,747	794,834	-1	304,079	278,740	+9
Bulk goods.....	39	10,204	2,755	.270	11,673	3,043	.261	159,682	170,484	-6	42,488	42,321	(³)
General line.....	15	24,668	7,548	.306	21,537	6,307	.293	314,094	329,398	-5	90,258	89,500	+1

¹Manufacturers who keep poundage records. The figures in the table reflect trends among the larger companies rather than in the entire industry.

²Establishments are classified by principal type of goods "Bar goods" includes 5 and 10 cent specialties. "Bulk goods" includes penny goods. Figures shown represent total confectionery sales of the companies included, rather than their sales of the specified products.

³Less than 0.5 percent change.

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FACTS FOR INDUSTRY

FOR RELEASE: August 28, 1952

SERIES: M16C-01

CONFECTIONERY (Including chocolate products)

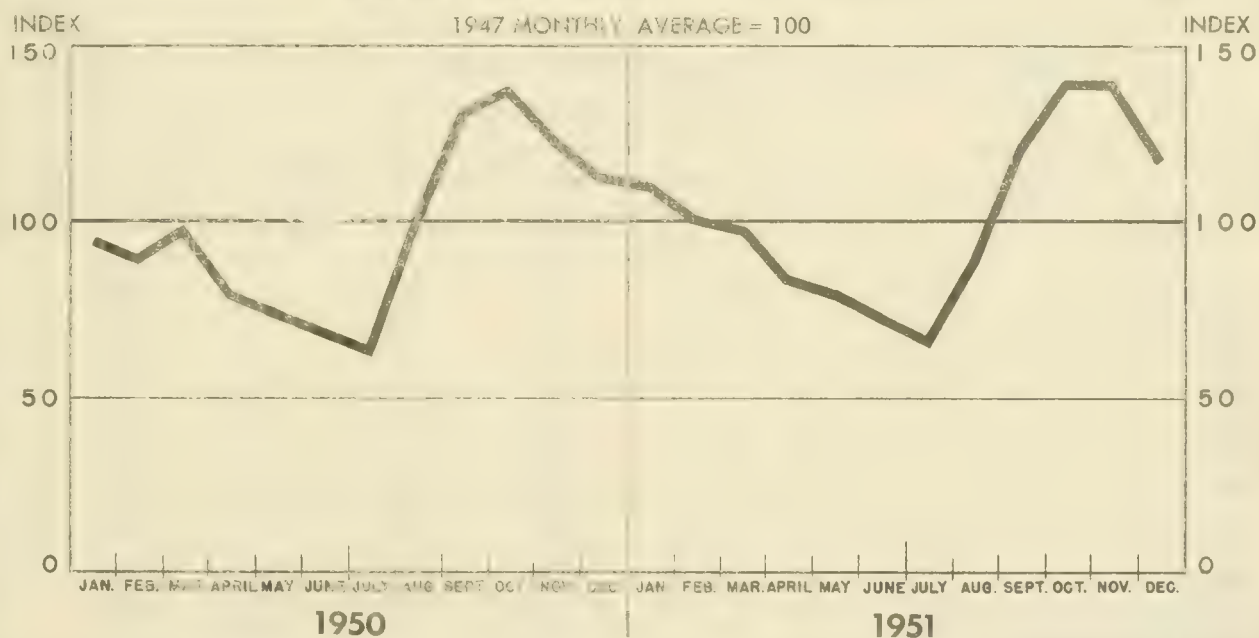
SUMMARY FOR 1951

Manufacturers' sales of confectionery and competitive chocolate products totaled \$965 million during 1951, according to the Bureau of the Census, Department of Commerce. This compares with a 1950 sales figure of \$924 million (revised)¹.

The total increase in dollar value of sales over 1950 was 4 percent. Manufacturer-retailers and chocolate manufacturers reported increases over 1950 of 9 percent and 7 percent, respectively, in terms of dollar value. Manufacturer-wholesalers' sales showed a lesser increase of 3 percent.

¹A review of the products reported to the Bureau of the Census in its monthly confectionery survey revealed the inclusion of a considerable amount of products other than confectionery in manufacturers' reports for 1950 and 1951. This review resulted in a revision of the 1950 total from \$900 million to \$924 million. Similarly, the preliminary 1951 estimate of \$999 million was revised to \$965 million.

CONFECTIONERY (Including Chocolate Products) MANUFACTURERS' DOLLAR SALES



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate 50 cents

Sales of 247 manufacturer-wholesalers and chocolate manufacturers classified according to major line indicated that the average price per pound of confectionery was slightly higher than in the preceding year. These manufacturers reported an increase of 5 percent in dollar value of sales, compared with a one percent decrease in poundage sales. (See detail in table 4.)

The figures in tables 1, 2 and 3 of this bulletin are based on reports from a sample of manufacturers accounting for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products. They have been inflated to represent total sales of all known manufacturers of confectionery and competitive chocolate products, except retail confectioners with a single business location. They do not include sales of chocolate coatings or cocoa by chocolate manufacturers.

Since January, 1952, the Bureau of the Census has obtained monthly reports by type of product from a selected group of large manufacturers. These companies presently comprise table 2 of the Bureau's monthly Facts for Industry series on confectionery sales. For comparison purposes, the Bureau also collected similar data from these establishments for 1951. These 1951 data are shown in Table 5 of this release, for comparison with future releases in the monthly series.

Inquiries concerning these data should be addressed to the Bureau of the Census, Industry Division, Washington 25, D. C.

This publication was prepared under the supervision of Willis K. Jordan, Chief of the Food Section, by Emerson L. Jones.

Table 1.--SUMMARY OF CONFECTIONERY SALES, BY KIND OF BUSINESS: 1951 AND 1950

	1951*	1950*
	Value (000 omitted)	Value (000 omitted)
TOTAL.....	964,979	924,000
Manufacturer-wholesalers.....	729,045	705,000
Manufacturer-retailers.....	100,951	93,000
Chocolate manufacturers.....	134,983	126,000

*Revised.

Table 2.--TOTAL CONFECTIONERY AND CHOCOLATE PRODUCTS SALES, BY MONTH: 1947-1951*

(In millions of dollars)

	1947	1948	1949	1950*	1951*
TOTAL.....	\$956	\$981	\$870	\$924	\$965
January.....	78	84	78	75	87
February.....	74	88	74	71	80
March.....	81	92	79	77	77
April.....	77	76	63	62	66
May.....	71	63	50	58	63
June.....	60	62	52	54	58
July.....	50	47	37	49	52
August.....	58	67	60	78	70
September.....	87	92	98	104	97
October.....	115	110	103	109	111
November.....	104	108	98	98	111
December.....	101	92	78	89	93

*Revised.

Table 3.—DOLLAR VALUE OF CONFECTIONERY SALES OF MANUFACTURER-WHOLESALE¹,
BY REGION AND STATE: 1951 AND 1950

Region and State	1951 (add 000)	1950 (add 000)
Confectionery and competitive chocolate products, estimated total.....	964,979	923,771
BY KIND OF BUSINESS		
Manufacturer-wholesalers.....	729,045	704,701
Manufacturer-retailer.....	100,951	93,510
Chocolate manufacturers.....	134,983	125,560
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE ¹ BY DIVISIONS AND STATES		
New England.....	79,737	78,769
Middle Atlantic.....	206,638	198,330
New York and New Jersey.....	111,506	104,851
Pennsylvania.....	95,132	*93,479
East North Central.....	282,192	273,211
Illinois.....	242,332	*237,288
Ohio and Indiana.....	25,735	22,595
Michigan and Wisconsin.....	14,125	13,328
West North Central.....	37,546	37,853
Minnesota, Kansas, South Dakota, and Nebraska.....	10,941	10,737
Iowa and Missouri.....	26,605	27,116
South Atlantic.....	27,694	25,721
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	13,146	12,200
Georgia and Florida.....	14,548	13,521
East South Central		
Kentucky, Tennessee, Alabama, and Mississippi.....	14,837	13,956
West South Central		
Arkansas, Louisiana, Oklahoma, and Texas.....	24,523	25,001
Mountain		
Arizona, Colorado, Idaho, New Mexico, and Utah.....	6,777	6,765
Pacific.....	49,101	45,095
California.....	40,660	36,754
Washington and Oregon.....	8,441	8,341

¹Does not include chocolate manufacturers' sales.

*Revised.

Table 4.--POUNDA GE AND DOLLAR VALUE OF SALES OF 247 MANUFACTURER-WHOLESA LERS
AND CHOCOLATE MANUFACTURERS BY TYPE OF HOUSE: 1951 AND 1950

Type of establishment ¹	1951			1950			Percent of change 1951 from 1950	
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds	Value
Total reported by identical establishments.....	1,920,486	646,486	\$.337	1,935,770	614,083	\$.317	-1	+5
Package goods.....	251,163	108,188	.431	240,581	98,581	.410	+4	+10
Bar goods.....	869,179	327,729	.377	886,124	305,530	.345	-2	+7
Bulk goods.....	266,036	68,091	.256	266,606	65,568	.246	(²)	+4
General line.....	534,108	142,478	.267	542,459	144,404	.266	-2	-1

¹In this table, establishments are classified by principal type of goods ("old basis" of classification, revised January 1952). Figures shown, therefore, represent total sales of all products by the establishments included, classified as to major line, not sales of the specified product.

²Change of less than 0.5 percent.

Table 5.--POUNDAGE AND DOLLAR VALUE OF SALES OF SELECTED MANUFACTURER-WHOLESALERS,¹
BY TYPE OF PRODUCT, BY MONTHS: 1951

(All figures in thousands)

Month	Packaged goods made to retail at the prices per pound indicated--					
	\$1.00 or more		\$0.50 to \$0.99		Less than \$0.50	
	Poundage	Dollar value	Poundage	Dollar value	Poundage	Dollar value
TOTAL.....	42,862	\$40,064	92,342	\$44,542	166,108	\$43,119
January.....	4,590	4,875	6,454	3,270	10,956	2,981
February.....	2,860	2,647	6,563	3,415	11,654	3,105
March.....	3,161	2,957	5,076	2,498	9,648	2,664
April.....	3,146	3,131	4,467	2,144	11,590	3,055
May.....	1,553	1,480	3,692	1,760	12,573	3,271
June.....	1,270	1,137	3,445	1,668	13,020	3,146
July.....	1,059	985	4,414	2,069	11,516	2,960
August.....	1,534	1,333	5,698	2,759	12,942	3,284
September.....	3,204	2,694	12,924	6,196	16,726	4,329
October.....	5,000	4,287	14,015	6,635	20,588	5,305
November.....	6,455	5,416	16,695	7,864	22,266	5,693
December.....	9,030	9,122	8,899	4,264	12,629	3,326
	Bar goods		Bulk goods ²		5 and 10 cent specialties	
	Poundage	Dollar value	Poundage	Dollar value	Poundage	Dollar value
TOTAL.....	557,661	\$224,725	220,722	\$57,287	117,688	\$40,063
January.....	56,554	22,482	20,341	5,006	11,844	3,972
February.....	52,703	20,390	16,512	4,251	10,446	3,501
March.....	50,342	19,939	15,211	3,870	9,743	3,323
April.....	40,371	16,083	15,785	4,462	9,057	3,048
May.....	41,002	16,018	13,528	3,685	9,717	3,331
June.....	35,830	14,142	12,086	2,835	9,698	3,284
July.....	34,318	13,253	11,894	3,073	8,942	3,081
August.....	46,786	18,904	18,497	4,535	10,873	3,640
September.....	60,463	25,419	26,009	7,169	10,551	3,534
October.....	53,162	22,395	27,084	7,021	11,213	3,933
November.....	48,439	20,361	25,929	6,612	8,919	3,153
December.....	37,691	15,339	17,846	4,768	6,685	2,263

¹In this table, sales of principal products are reported by type ("new basis" of classification, initiated January 1952). The reporting establishments account for approximately 50 percent of the total dollar value of sales of the manufacturer-wholesale group. The figures in this table are comparable to those in table 2 of the Bureau's monthly Facts for Industry series on confectionery sales, beginning with January 1952.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: March 12, 1952

SERIES: M16C-12

CONFECTIONERY (Including chocolate products) JANUARY 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in January 1952, at \$89,249 thousand, one percent below January of last year. Manufacturer-wholesalers reported virtually no change from January of last year, in contrast to a rise of 7 percent in manufacturer-retailers' sales, and a decrease of 7 percent in sales of chocolate manufacturers.

The average wholesale price per pound of confectionery was just slightly above January of last year as indicated by reports from a selected group of large companies reporting poundage and dollar value of sales for both periods. These companies reported a decrease from last January of 3 percent in terms of poundage compared with 2 percent in dollar value. All types of confectionery showed slight price increases over January of last year, except package goods retailing at less than \$1.00 per pound. Increases in poundage sales of 26 percent and 12 percent respectively were reported for package goods made to retail at 50 cents to 99 cents per pound, and at less than 50 cents per pound, compared with increases of 22 percent and 9 percent respectively in terms of dollar value.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The figures shown in table 2 are based on reports from a selected group of large manufacturers reporting poundage and dollar value of sales by type of confectionery. The companies included in this tabulation account for approximately 50 percent of the total dollar value of sales of manufacturer wholesalers and chocolate manufacturers. The figures in table 2, therefore, reflect trends among the larger companies and do not purport to indicate changes within the entire industry. It should be noted that the figures as now presented in this table represent sales of the specific types of confectionery shown; in previous releases in this series, the figures shown in table 2 represented the total sales of a selected group of establishments classified on the basis of the principal type of confectionery made.

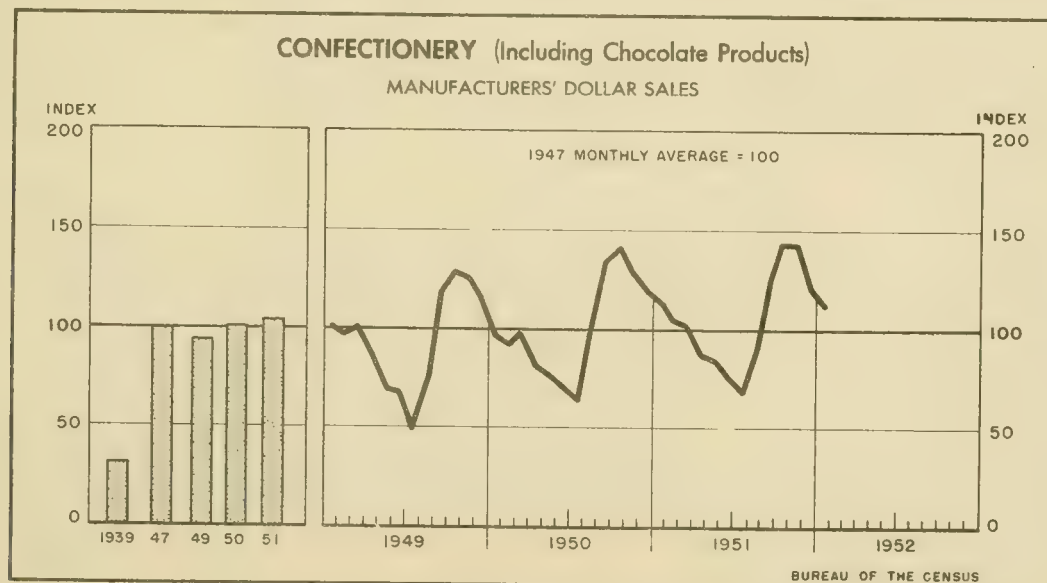


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments estimated ¹	Estimated sales, current month and comparisons			Percent change	
		January 1952 (add 000)	December 1951 (add 000)	January 1951 (add 000)	January 1952 from December 1951	January 1952 from January 1951
Confectionery and competitive chocolate products, estimated total.....	1,365	89,249	97,030	89,912	-8	-1
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	1,165	70,932	66,089	71,025	+7	(³)
Manufacturer-retailers ²	188	8,664	21,405	5,423	-73	+7
Chocolate manufacturers.....	12	12,513	9,536	13,464	+31	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES						
New England.....	90	8,075	7,184	8,710	+12	-7
Middle Atlantic.....	329	21,960	22,839	22,426	-4	-2
New York and New Jersey.....	183	9,370	8,110	9,452	+16	-1
Pennsylvania.....	146	12,590	14,729	12,974	-15	-3
East North Central.....	222	25,367	21,554	25,967	+18	-2
Illinois.....	100	21,740	17,955	22,242	+21	-2
Ohio and Indiana.....	77	2,110	2,059	2,069	+2	+2
Michigan and Wisconsin.....	45	1,517	1,540	1,656	-1	-8
West North Central.....	74	3,872	3,144	3,045	+23	+27
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,269	969	1,001	+31	+27
Iowa and Missouri.....	41	2,603	2,175	2,044	+20	+27
South Atlantic.....	116	2,784	2,593	2,703	+7	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,251	1,275	1,114	-2	+12
Georgia and Florida.....	42	1,533	1,318	1,589	+16	-4
East South Central.....	53	1,300	1,260	1,206	+3	+8
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,300	1,260	1,206	+3	+8
West South Central.....	117	2,365	2,387	2,032	-1	+16
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,365	2,387	2,032	-1	+16
Mountain.....	25	578	524	653	-19	-12
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	578	524	653	-19	-12
Pacific.....	137	4,631	4,414	4,283	+5	+8
California.....	78	3,867	3,514	3,460	+10	+12
Washington and Oregon.....	33	764	900	823	-15	-7

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY TYPE OF CONFECTIONERY

Type of product	January 1952			January 1951			Percent change	
	Pounds (add 000)	Value (add 000)	Average price per pound	Pounds (add 000)	Value (add 000)	Average price per pound	January 1952 from January 1951	January 1952 from January 1951
Total sales of selected establishments	109,484	42,896	...	112,914	43,567	...	-3	-2
Packaged goods made to retail at:								
\$1.00 or more per pound.....	4,389	4,970	\$1.132	4,533	4,919	\$1.085	-3	+1
\$0.50 to \$0.99 per pound.....	8,698	4,274	0.491	6,887	3,498	0.508	+26	+22
Less than \$0.50 per pound.....	13,105	3,534	0.270	11,679	3,250	0.278	+12	+9
Bar goods.....	51,920	21,045	0.405	56,000	22,358	0.399	-7	-6
Bulk goods ²	21,386	5,424	0.254	22,693	5,502	0.242	-6	-1
Five and ten cent specialties.....	9,986	3,649	0.365	11,122	4,040	0.363	-10	-10

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

 APR 11 1952
 BEW

FOR RELEASE: April 7, 1952

SERIES M16C-22

CONFECTIONERY (Including chocolate products) FEBRUARY 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in February 1952 at \$84,067 thousand, 4 percent above February of last year. Chocolate manufacturers' sales were down 3 percent from last February, in contrast to increases of 5 percent and 13 percent in sales of manufacturer-wholesalers and manufacturer retailers respectively.

Reports from a selected group of large companies, reporting poundage and dollar value of sales by type of confectionery indicate that for the first 2 months of 1952 significant increases over the corresponding period of last year were made in the sales of packaged goods made to retail at less than \$1.00 per pound. These companies reported increases in terms of poundage over the first two months of 1951 of 24 percent and 14 percent respectively in sales of packaged goods retailing at 50 to 99 cents per pound and packaged goods retailing at less than 50 cents per pound, compared with lesser increases of 20 percent and 10 percent respectively in terms of dollar value. Changes in sales of other types of confectionery however, were of smaller magnitude. In total, these companies reported virtually no change from the preceding year in terms of poundage and an increase of only 1 percent in dollar value of sales.

DESCRIPTION OF THE SURVEY--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The figures shown in table 2 are based on reports from a selected group of large manufacturers reporting poundage and dollar value of sales by type of confectionery. The companies included in this tabulation account for approximately 50 percent of the total dollar value of sales of manufacturer wholesalers and chocolate manufacturers. The figures in table 2, therefore, reflect trends among the larger companies and do not purport to indicate changes within the entire industry. It should be noted that the figures as now presented in this table represent reported sales of the specific types of confectionery shown.

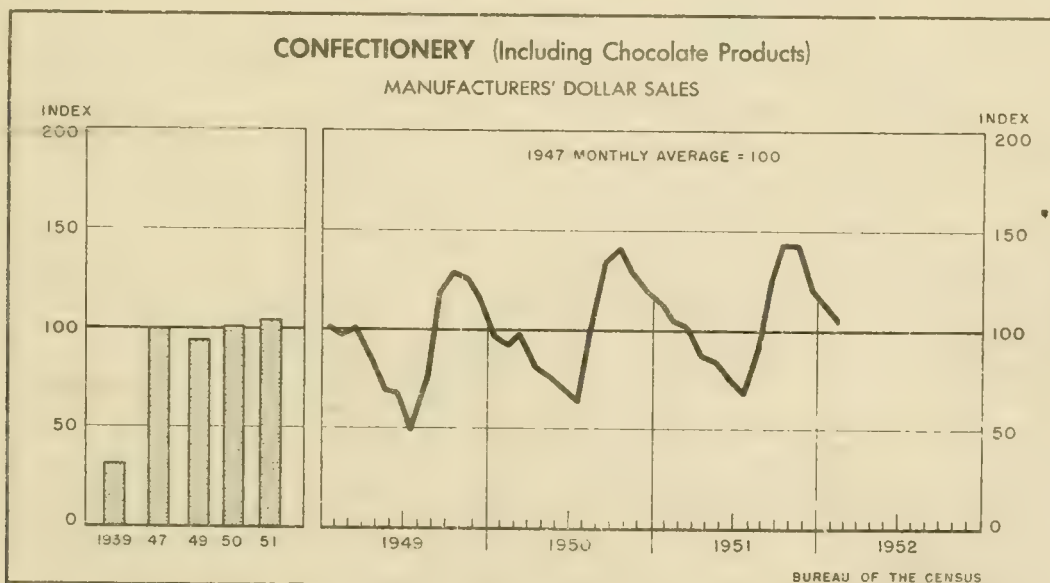


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
				Percent change			2 months 1952 (add 000)	Percent change from 2 months 1951
		February 1952 (add 000)	January 1952 (add 000)	February 1951 (add 000)	February 1952 from January 1952	February 1951 from February 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	84,067	89,249	80,544	-6	+4	173,316	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	63,671	70,932	60,825	-10	+5	134,603	+2
Manufacturer-retailers ²	188	8,725	5,804	7,705	+50	+13	14,529	+11
Chocolate manufacturers.....	12	11,671	12,513	12,014	-7	-3	24,184	-5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	6,738	8,075	6,449	-17	+4	14,813	-2
Middle Atlantic.....	329	18,358	21,960	17,030	-16	+8	40,318	+2
New York and New Jersey.....	183	9,232	9,370	8,395	-1	+10	18,602	+4
Pennsylvania.....	146	9,126	12,590	8,635	-28	+6	21,716	+3
East North Central.....	222	24,999	25,367	23,989	-1	+4	50,366	+1
Illinois.....	100	21,913	21,740	20,859	+1	+5	43,653	+1
Ohio and Indiana.....	73	1,818	2,110	1,809	-14	(3)	3,938	+1
Michigan and Wisconsin.....	49	1,268	1,517	1,321	-16	-4	2,785	-6
West North Central.....	74	3,600	3,872	3,115	-7	+16	7,472	+21
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,098	1,269	975	-13	+13	2,367	+20
Iowa and Missouri.....	41	2,502	2,603	2,140	-4	+17	5,105	+22
South Atlantic.....	118	2,301	2,784	2,221	-17	-4	5,085	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,159	1,251	994	-7	+17	2,410	+14
Georgia and Florida.....	44	1,142	1,533	1,227	-26	-7	2,675	-7
East South Central.....	53	1,197	1,300	1,065	-8	+12	2,497	+10
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,197	1,300	1,065	-8	+12	2,497	+10
West South Central.....	117	1,958	2,365	2,339	-17	-16	4,323	-1
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,958	2,365	2,339	-17	-16	4,323	-1
Mountain.....	25	498	578	541	-14	-8	1,076	-10
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	498	578	541	-14	-8	1,076	-10
Pacific.....	137	4,022	4,631	4,076	-13	-1	8,653	+4
California.....	104	3,301	3,867	3,310	-15	(3)	7,168	+6
Washington and Oregon.....	33	721	764	766	-6	-6	1,485	-7

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	February 1952			February 1951			2 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	107,367	\$39,963	...	103,298	\$38,184	...	216,851	216,780	(3)	\$82,859	\$81,875	+1
Packaged goods made to retail at:												
\$1.00 or more per pound.....	2,390	2,481	\$1.038	2,625	2,525	\$0.962	6,779	7,140	-5	7,451	7,405	+1
\$0.50 to \$0.99 per pound.....	8,329	4,168	0.500	6,831	3,550	0.520	17,027	13,692	+24	8,442	7,029	+20
Less than \$0.50 per pound.....	14,698	3,859	0.263	12,680	3,433	0.271	27,803	24,410	+14	7,393	5,708	+29
Raw goods.....	50,673	20,514	0.405	52,295	20,302	0.388	102,593	108,451	-5	41,559	42,703	-3
Bulk goods ²	21,065	5,223	0.248	18,736	4,750	0.254	42,451	41,857	+1	10,647	10,375	+3
Five and ten cent specialties....	10,212	3,718	0.364	10,131	3,624	0.358	20,198	21,232	-5	7,367	7,655	-4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

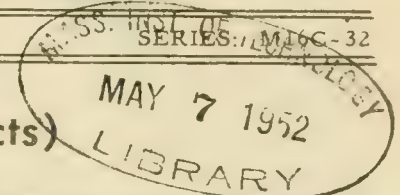
²Includes penny goods.

³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: May 2, 1952

CONFECTIONERY (Including chocolate products) MARCH 1952



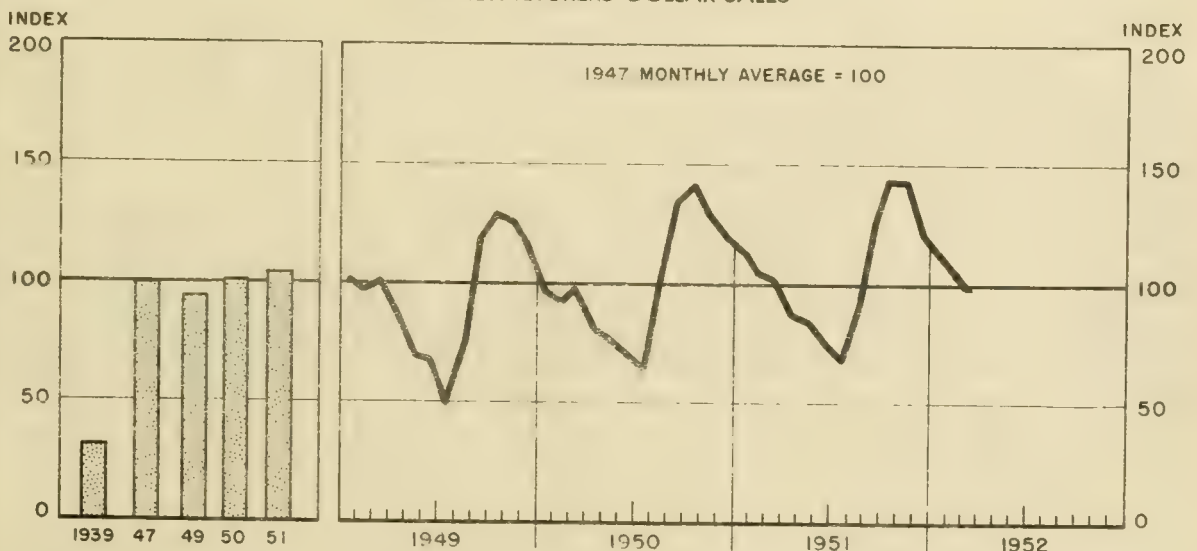
The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in March 1952 at \$78,050 thousand, 7 percent below February, but virtually unchanged from March of last year. Manufacturer-wholesalers reported an increase in sales of 6 percent over March of last year; in total, however, this increase was offset by a seasonal drop of 41 percent in manufacturer-retailers' dollar volume. Sales of confectionery products by chocolate manufacturers showed no change from March of 1951.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers which report poundage and dollar value of sales by type of product, indicate that the most significant gains over the first 3 months of 1951 were reflected in the sales of packaged goods made to retail at less than \$1.00 per pound. In terms of poundage these companies reported increases over the first 3 months of 1951 of 28 percent and 17 percent, respectively, in sales of packaged goods made to retail at 50 to 99 cents per pound and packaged goods made to retail at less than 50 cents per pound, compared with slightly lesser increases of 24 percent and 16 percent, respectively, in terms of dollar value of sales.

DESCRIPTION OF THE SURVEY.--The information in this series of monthly bulletins is based on reports from approximately 400 confectionery manufacturers, and chocolate manufacturers making consumer type confectionery items such as milk chocolate bars, chocolate bars with nuts, chocolate bits (confectionery type) etc. The figures do not include sales of chocolate coatings or cocoa by the latter group of manufacturers, and also do not include sales of retail confectioners with a single business location. The reporting companies accounted in 1950 for 87 percent of the total sales of confectionery and competitive chocolate products in that year.

The figures shown in table 2 are based on reports from a selected group of large manufacturers reporting poundage and dollar value of sales by type of confectionery. The companies included in this tabulation account for approximately 50 percent of the total dollar value of sales of manufacturer wholesalers and chocolate manufacturers. The figures in table 2, therefore, reflect trends among the larger companies and do not purport to indicate changes within the entire industry. It should be noted that the figures as now presented in this table represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products) MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		March 1952 (add 000)	February 1952 (add 000)	March 1951 (add 000)	Percent change		3 months 1952 (add 000)	Percent change from 3 months 1951
					March 1952 from February 1952	March 1952 from March 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	78,050	84,067	78,311	-7	(³)	251,376	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	61,286	63,671	57,568	-4	+6	195,899	+3
Manufacturer-retailers ²	188	5,857	8,725	9,884	-33	-41	20,386	-11
Chocolate manufacturers.....	12	10,907	11,671	10,859	-7	(³)	35,091	-3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS								
BY DIVISION AND STATES								
New England.....	90	6,689	6,738	6,842	-1	-2	21,502	-2
Middle Atlantic.....	329	19,304	18,358	15,996	+5	+21	59,622	+8
New York and New Jersey.....	183	10,552	9,232	8,020	+14	+32	29,154	+13
Pennsylvania.....	146	8,752	9,126	7,976	-4	+10	30,468	+3
East North Central.....	222	21,739	24,999	21,415	-13	+2	72,115	+1
Illinois.....	100	19,170	21,913	18,646	-13	+3	62,823	+2
Ohio and Indiana.....	73	1,481	1,818	1,695	-19	-13	5,419	-3
Michigan and Wisconsin.....	49	1,088	1,268	1,074	-14	+1	3,873	-4
West North Central.....	74	2,905	3,600	3,015	-19	-4	10,377	+13
Minnesota, Kansas, South Dakota, and Nebraska.....	33	746	1,098	1,027	-32	-27	3,113	+4
Iowa and Missouri.....	41	2,159	2,502	1,988	-14	+9	7,264	+18
South Atlantic.....	118	2,614	2,301	2,314	+14	+13	7,699	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,219	1,159	1,100	+5	+11	3,629	+13
Georgia and Florida.....	44	1,395	1,142	1,214	+22	+15	4,070	+1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,142	1,197	986	-5	+16	3,639	+12
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,135	1,958	2,498	+9	-15	6,458	-6
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	487	498	488	-2	(³)	1,563	-7
Pacific.....	137	4,271	4,022	4,014	+6	+6	12,924	+4
California.....	104	3,615	3,301	3,370	+10	+7	10,783	+6
Washington and Oregon.....	33	656	721	644	-9	+2	2,141	-6

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1952			March 1951			3 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
Total sales of selected establishments.....	98,560	\$38,154	...	94,757	\$35,622	...	316,357	313,312	+1	\$121,075	\$117,311	+3
Packaged goods made to retail at:												
\$1.00 or more per pound.....	3,659	3,697	\$1.010	3,161	2,957	\$0.935	11,191	10,615	+5	11,588	10,482	+11
\$0.50 to \$0.99 per pound....	6,983	3,380	0.484	5,094	2,506	0.492	23,250	18,160	+28	11,446	9,211	+24
Less than \$0.50 per pound...	12,909	3,514	0.272	10,304	2,811	0.273	40,623	34,734	+17	10,884	9,355	+16
Bar goods.....	46,903	19,431	0.414	50,236	19,941	0.397	150,313	159,229	-6	61,261	62,819	-2
Bulk goods ²	17,992	4,575	0.254	16,205	4,079	0.252	60,082	58,442	+3	15,030	14,461	+4
Five and ten cent specialties.	10,114	3,557	0.352	9,757	3,328	0.341	30,898	32,132	-4	10,866	10,983	-1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

U. S. DEPARTMENT OF COMMERCE

Charles Sawyer, Secretary

MASS. INST. TECH.

JUN 6 1952

DEWEE (PRAS)

BUREAU OF THE CENSUS

Roy V. Peel, Director

FACTS FOR INDUSTRY

FOR RELEASE: May 29, 1952

SERIES: M16C-42

CONFECTIONERY (Including chocolate products)

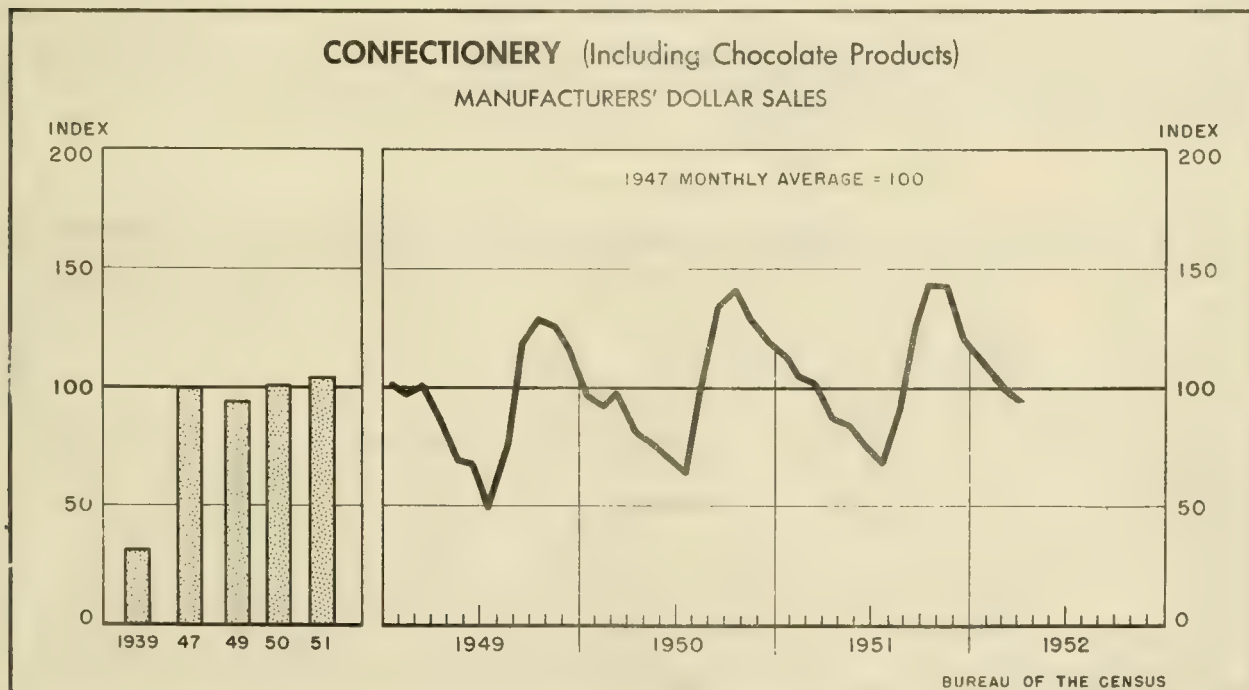
APRIL 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in April 1952, at \$75,000 thousand, 4 percent below March, but 12 percent above April of last year. Chocolate manufacturers' sales showed a slight decrease from the preceding year, in contrast to increases of 10 percent and 59 percent reflected in the sales of manufacturer-wholesalers, and manufacturer-retailers respectively.

Reports from a selected group of large manufacturers indicate that during the first 4 months of 1952, sales of packaged goods made to retail at \$1.00 or more per pound showed slight increases in average prices per pound over the corresponding period of last year, while slight decreases in average prices per pound were reflected in sales of the lower priced packaged goods. In sales of packaged goods made to retail at \$1.00 or more per pound, these companies reported an increase of 7 percent in poundage over the first 4 months of 1951, compared with a sharper increase of 12 percent in dollar value of sales. However, in sales of packaged goods made to retail at \$.50 to \$.99 per pound and packaged goods made to retail at less than \$.50 per pound, these companies reported increases of 27 percent and 15 percent respectively in terms of poundage, compared with slightly smaller increases of 22 percent and 14 percent respectively in terms of dollar value.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Apparel, Textile, and Foods Section

For sale by Bureau of the Census

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Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS¹

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		April 1952 (add 000)	March 1952 (add 000)	April 1951 (add 000)	Percent change		4 months 1952 (add 000)	Percent change from 4 months 1951
					April 1952 from March 1952	April 1952 from April 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	74,637	78,125	66,641	-4	+12	326,078	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	55,476	60,767	50,377	-9	+10	250,846	+5
Manufacturer-retailers ²	138	10,613	6,451	7,644	+65	+39	31,593	+3
Chocolate manufacturers.....	12	8,548	10,907	8,620	-22	-1	43,639	-3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	6,062	6,689	5,332	-9	+14	27,564	+1
Middle Atlantic.....	329	16,161	18,785	13,955	-14	+16	75,264	+8
New York and New Jersey.....	183	8,750	10,033	7,278	-13	+20	37,385	+13
Pennsylvania.....	146	7,411	8,752	6,677	-15	+11	37,879	+4
East North Central.....	222	20,636	21,739	19,028	-5	+8	92,751	+3
Illinois.....	100	18,396	19,170	16,578	-6	+9	80,919	+3
Ohio and Indiana.....	73	1,589	1,481	1,609	+7	-1	7,008	-2
Michigan and Wisconsin.....	49	951	1,088	841	-13	+13	4,824	-1
West North Central.....	74	2,652	2,905	2,675	-9	-1	13,029	+10
Minnesota, Kansas, South Dakota, and Nebraska....	33	824	746	859	+10	-4	3,937	+2
Iowa and Missouri.....	41	1,828	2,159	1,816	-15	+1	9,092	+14
South Atlantic.....	118	2,452	2,614	2,225	-6	+10	10,151	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,139	1,219	981	-7	+16	4,768	+14
Georgia and Florida.....	44	1,313	1,395	1,244	-6	+9	5,383	+2
East South Central.....								
Kentucky, Tennessee, Alabama, and Mississippi....	53	1,121	1,142	986	-2	+14	4,760	+12
West South Central.....								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,097	2,135	2,040	-2	+3	8,555	-4
Mountain.....								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	473	487	469	-3	+1	2,036	-5
Pacific.....	137	3,822	4,271	3,667	-11	+4	16,746	+4
California.....	104	3,239	3,615	3,114	-10	+4	14,022	+6
Washington and Oregon.....	33	583	656	553	-11	+5	2,724	-2

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1952			April 1951			4 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	42,401	\$34,343	...	85,915	\$31,919	...	408,664	399,227	+2	\$155,418	\$149,230	+4
Packaged goods made to retail at:												
\$1.00 or more per pound	3,560	3,595	\$1.010	3,146	3,131	\$0.995	14,751	13,761	+7	15,183	13,613	+12
\$0.50 to \$0.99 per pound	5,402	2,434	0.451	4,481	2,150	0.480	28,652	22,641	+27	13,880	11,361	+22
Less than \$0.50 per pound.....	13,531	3,532	0.261	12,484	3,262	0.261	54,154	47,218	+15	14,416	12,617	+14
Bar goods.....	41,478	16,771	0.404	40,279	16,089	0.399	191,791	199,508	-4	78,032	78,908	-1
Bulk goods.....	18,554	4,606	0.248	16,463	4,237	0.257	78,636	74,905	+5	19,636	18,698	+5
5¢ and 10¢ specialties...	9,782	3,405	0.348	9,062	3,050	0.337	40,680	41,194	-1	14,271	14,033	+2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 1, 1952

SERIES: M16C-52

CONFECTIONERY (Including chocolate products) MAY 1952

MASS. INST. TECH.

JUL 7 1952

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The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in May 1952, at \$60,000 thousand, 20 percent below April and 5 percent below May of last year. Manufacturer-wholesalers and chocolate manufacturers showed declines from the preceding year of 3 percent and 28 percent respectively, in contrast to a seasonal increase of 8 percent reflected in the value of sales of manufacturer-retailers.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate that for the first 5 months of 1952, sales of packaged goods continued considerably above the corresponding period of last year. Sales of packaged goods made to retail at \$1.00 or more per pound were up 8 percent from the first 5 months of 1951 in terms of poundage sales, compared with a sharper increase of 12 percent in dollar value of sales. However, the poundage increases of 27 percent and 16 percent respectively in sales of packaged goods made to retail at 50 to 99 cents per pound, and packaged goods made to retail at less than 50 cents per pound were accompanied by lesser increases of 22 percent and 15 percent respectively in terms of dollar value.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)
MANUFACTURERS' DOLLAR SALES

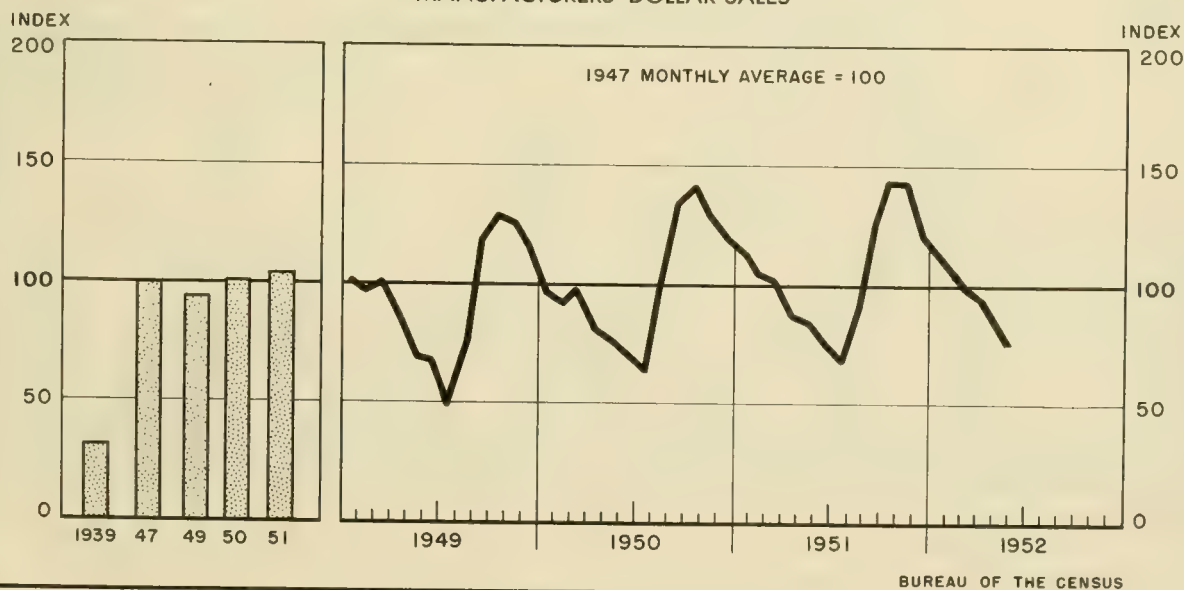


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		May 1952 (Add 000)	April 1952 (Add 000)	May 1951 (Add 000)	Percent change		5 Months 1952 (Add 000)	Percent change from 5 months 1951
					May 1952 from April 1952	May 1952 from May 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	60,411	74,423	63,491	-19	-5	383,412	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	47,045	55,262	48,462	-15	-3	295,408	+4
Manufacturer-retailers ²	188	7,549	10,613	7,002	-29	+8	38,548	+2
Chocolate manufacturers.....	12	5,817	8,548	8,027	-32	-28	49,456	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	4,460	5,987	4,594	-26	-3	32,306	+3
Middle Atlantic.....	329	14,614	16,044	14,365	-9	+2	87,221	+8
New York and New Jersey.....	183	8,903	8,763	8,131	+2	+9	46,918	+11
Pennsylvania.....	146	5,711	7,281	6,234	-22	-8	40,303	+4
East North Central.....	222	17,684	20,689	19,041	-15	-7	110,658	+1
Illinois.....	100	15,136	18,010	16,811	-16	-10	95,670	(3)
Ohio and Indiana.....	73	1,666	1,727	1,417	-4	+18	9,273	+13
Michigan and Wisconsin.....	49	882	952	813	-7	+8	5,715	+2
West North Central.....	74	2,531	2,613	2,549	-3	-1	15,363	+11
Minnesota, Kansas, South Dakota, and Nebraska....	33	708	819	758	-14	-7	4,621	+5
Iowa and Missouri.....	41	1,823	1,794	1,791	+2	+2	10,742	+14
South Atlantic.....	118	2,079	2,392	1,808	-13	+15	11,983	+10
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	984	1,091	879	-10	+12	5,555	+17
Georgia and Florida.....	44	1,095	1,301	929	-16	+18	6,428	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	911	1,112	961	-18	-5	5,631	+9
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,062	2,092	1,240	-49	-14	9,596	-4
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	391	473	427	-17	-8	2,427	-6
Pacific.....	137	3,313	3,860	3,477	-14	-5	20,223	+5
California.....	104	2,789	3,276	2,936	-15	-5	16,971	+6
Washington and Oregon.....	33	524	584	541	-10	-3	3,252	-2

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--FOUNDAE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1952			May 1951			5 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	76,597	\$27,421	...	82,064	\$29,545	...	485,261	471,138	+3	\$182,839	\$176,613	+4
Packaged goods made to retail at:												
\$1.00 or more per pound	1,844	1,721	\$0.933	1,553	1,480	\$0.953	16,595	15,310	+8	16,904	15,090	+12
\$0.50 to \$0.99 per pound	4,741	2,127	0.449	3,692	1,760	0.477	33,393	26,252	+27	16,007	13,088	+22
Less than \$0.50 per pound.....	11,546	2,983	0.258	12,573	3,271	0.260	65,700	56,421	+16	17,399	15,075	+15
Bar goods.....	34,756	13,726	0.395	41,001	16,018	0.391	226,547	240,971	-6	91,758	94,911	-3
Bulk goods ²	14,282	3,574	0.250	13,528	3,685	0.272	92,918	81,377	+14	23,210	21,274	+9
5¢ and 10¢ specialties...	9,428	3,290	0.349	9,717	3,331	0.343	50,108	50,807	-1	17,561	17,175	+2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: August 4, 1952

SERIES: M16C-62

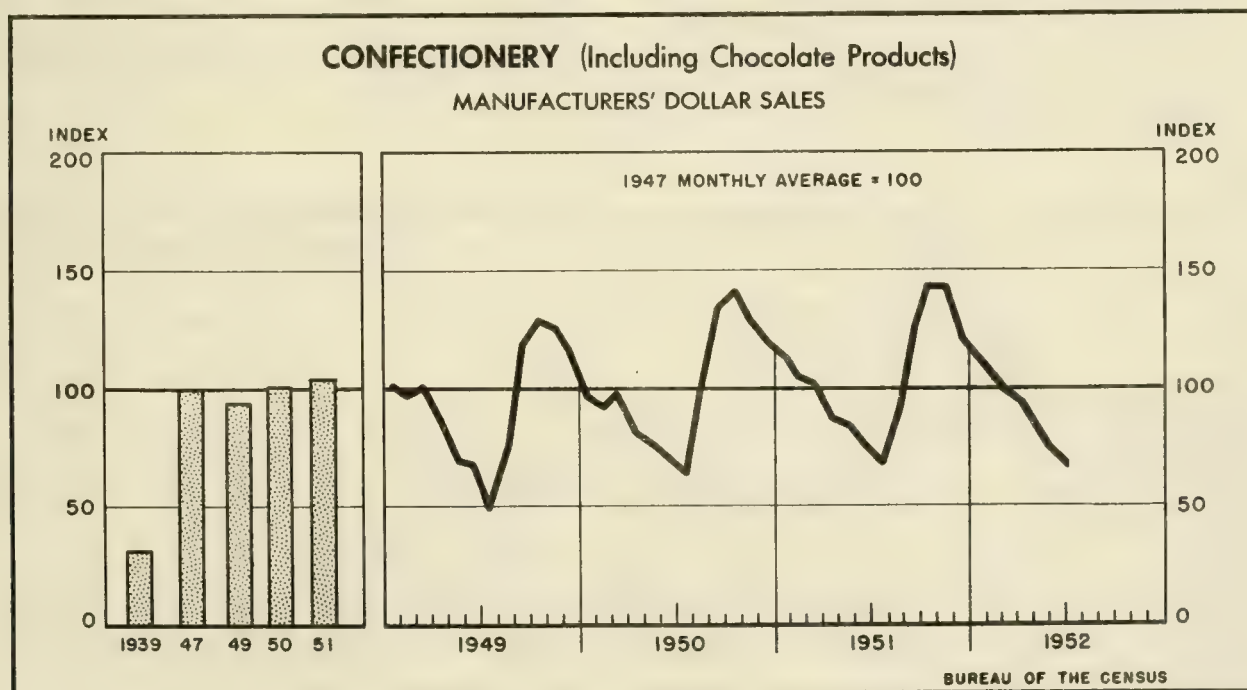
CONFECTIONERY (Including chocolate products) JUNE 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in June 1952 at \$54,000 thousand, 10 percent below May and 6 percent below June of last year. Manufacturer-wholesalers and chocolate manufacturers reported decreases from the preceding year of 3 percent and 11 percent respectively. Manufacturer-retailers' sales showed a seasonal decline of 21 percent from June of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate that for the first 6 months of 1952, sales of packaged goods continued above the corresponding period of last year. Sales of bar goods, however, were down from the corresponding period of last year by 6 percent in terms of poundage compared with a lesser decline of 4 percent in terms of dollar value.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 5 cents - Annual subscription rate 50 cents

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		June 1952 (Add 000)	May 1952 (Add 000)	June 1951* (Add 000)	Percent change		6 months 1952 (Add 000)	Percent change from 6 months 1951
					June 1952 from May 1952	June 1952 from June 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	54,335	*60,318	57,796	-10	-6	437,654	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	43,559	*46,375	44,972	-6	-3	338,297	+3
Manufacturer-retailers ²	188	4,843	7,549	6,162	-36	-21	43,391	-1
Chocolate manufacturers.....	12	5,933	*6,394	6,662	-7	-11	55,966	-6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	4,293	4,460	4,548	-4	-6	36,599	+2
Middle Atlantic.....	329	12,877	*13,944	13,459	-8	-4	99,428	+6
New York and New Jersey.....	183	8,314	*8,233	7,724	+1	+8	54,562	+9
Pennsylvania.....	146	4,563	5,711	5,735	-20	-20	44,866	+1
East North Central.....	222	16,553	17,684	17,344	-6	-5	127,211	+1
Illinois.....	100	14,511	15,136	15,466	-4	-6	110,181	-1
Ohio and Indiana.....	73	1,299	1,666	1,219	-22	+7	10,572	+12
Michigan and Wisconsin.....	49	743	882	659	-16	+13	6,458	+3
West North Central.....	74	2,351	2,531	2,306	-7	+2	17,714	+10
Minnesota, Kansas, South Dakota, and Nebraska....	33	779	708	712	+10	+9	5,400	+5
Iowa and Missouri.....	41	1,572	1,823	1,594	-14	-1	12,314	+12
South Atlantic.....	118	1,734	2,079	1,820	-17	-5	13,717	+8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	889	984	1,011	-10	-12	6,444	+12
Georgia and Florida.....	44	845	1,095	809	-23	-4	7,273	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	760	911	778	-17	-2	6,391	+8
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	983	1,062	905	-7	+9	10,579	-3
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	361	391	397	-8	-9	2,788	-6
Pacific.....	137	3,647	3,313	3,415	+10	+7	23,870	+5
California.....	104	3,141	2,789	2,966	+13	+6	20,112	+6
Washington and Oregon.....	33	506	524	449	-3	+13	3,758	(3)

*Revised.

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product	June 1952			June 1951			6 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	74,468	\$25,911		75,349	\$26,212	...	559,729	546,489	+2	\$208,750	\$202,825	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	1,059	985	\$0.930	1,270	1,137	\$0.895	17,654	16,580	+6	17,889	16,227	+10
\$0.50 to \$0.99 per pound	4,616	2,153	0.466	3,445	1,668	0.484	38,009	29,697	+28	18,160	14,755	+23
Less than \$0.50 per pound.....	11,538	2,906	0.252	13,020	3,146	0.242	77,238	69,441	+11	20,305	18,221	+11
Bar goods.....	33,928	13,285	0.392	35,830	14,142	0.395	260,475	276,802	-6	105,043	109,054	-4
Bulk goods ²	13,246	3,126	0.236	12,086	2,835	0.235	106,164	93,464	+14	26,336	24,109	+9
3¢ and 10¢ specialties...	10,081	3,456	0.343	9,698	3,284	0.339	60,189	60,505	-1	21,017	20,459	+3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

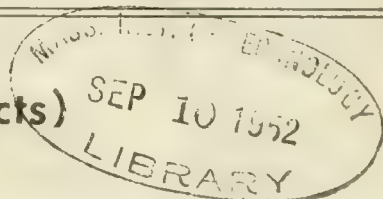
²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: September 5, 1952

SERIES: M16C-72

CONFECTIONERY (Including chocolate products) JULY 1952



The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in July 1952 at \$47,200 thousand, 13 percent below June and 10 percent below July 1951. All segments of the industry were down considerably both from the preceding month and from July of 1951. Manufacturer-wholesalers reported a decrease of 9 percent from July of 1951, compared with decreases of 11 percent and 14 percent reported by manufacturer-retailers, and chocolate manufacturers respectively. For the year-to-date, there was virtually no change in manufacturers' dollar value of sales from the corresponding period of last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate that whereas sales of packaged goods and bulk goods for the first 7 months of 1952 were considerably higher than in the same period of last year, in total, this increase was largely offset by a decrease in the sale of bar goods.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES

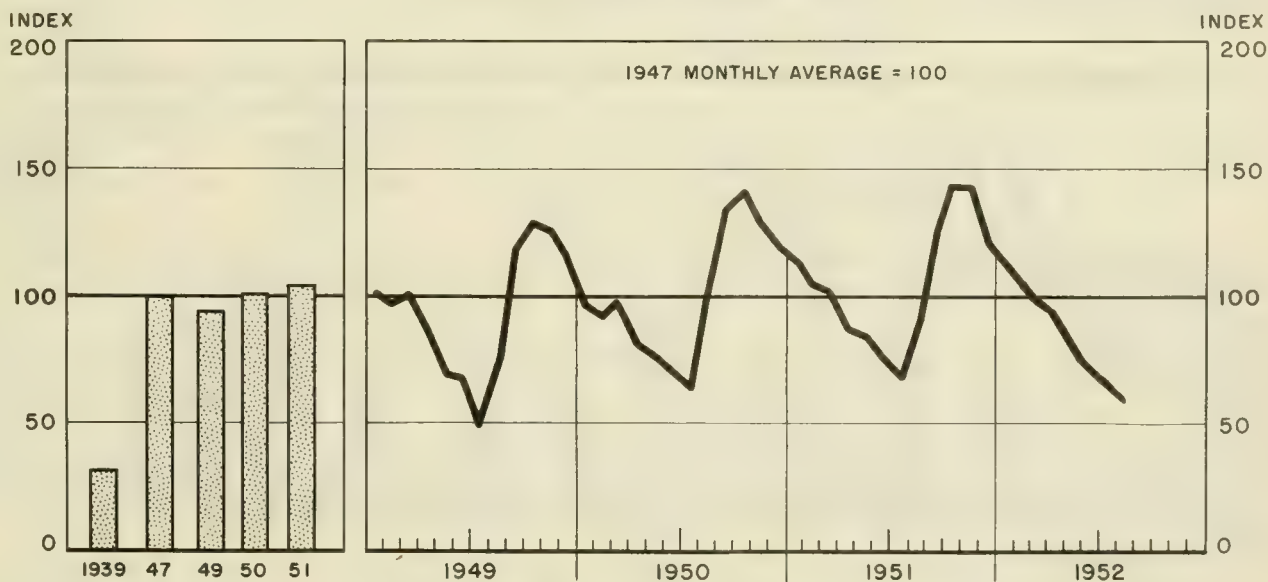


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		July 1952 (add 000)	June 1952 (add 000)	July 1951* (add 000)	Percent change		7 months 1952 (add 000)	Percent change from 7 months 1951
					July 1952 from June 1952	July 1952 from July 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	47,200	54,335	52,239	-13	-10	484,854	(3)
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	37,494	43,559	41,128	-14	-9	375,791	+2
Manufacturer-retailers ²	188	4,571	4,843	5,114	-6	-11	47,962	-2
Chocolate manufacturers.....	12	5,135	5,933	5,997	-14	-14	61,101	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	2,760	4,293	3,365	-36	-18	39,359	(3)
Middle Atlantic.....	329	11,815	12,877	12,925	-8	-9	111,243	+4
New York and New Jersey.....	183	7,896	8,314	7,878	-5	(3)	62,458	+8
Pennsylvania.....	146	3,919	4,563	5,047	-14	-22	48,785	-1
East North Central.....	222	14,409	16,553	17,110	-13	-16	141,620	-1
Illinois.....	100	12,751	14,511	15,312	-12	-17	122,932	-3
Ohio and Indiana.....	73	1,075	1,299	1,218	-17	-12	11,647	+10
Michigan and Wisconsin.....	49	583	743	580	-22	(3)	7,041	+3
West North Central.....	74	1,735	2,351	1,705	-26	+2	19,449	+9
Minnesota, Kansas, South Dakota, and Nebraska....	33	522	779	477	-33	+9	5,922	+6
Iowa and Missouri.....	41	1,213	1,572	1,228	-23	-1	13,527	+10
South Atlantic.....	118	1,687	1,734	1,634	-3	+3	15,404	+8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	868	889	850	-2	+2	7,312	+10
Georgia and Florida.....	44	819	845	784	-3	+4	8,092	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	782	760	739	+3	+6	7,173	+7
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	814	983	760	-17	+7	11,393	-2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	298	361	290	-18	+3	3,086	-6
Pacific.....	137	3,194	3,647	2,600	-13	+23	27,064	+7
California.....	104	2,797	3,141	2,254	-11	+24	22,909	+8
Washington and Oregon.....	33	397	506	346	-22	+15	4,155	+1

*Revised.

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	July 1952			July 1951			7 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)		Percent change 1952 from 1951	Value (add 000)		Percent change 1952 from 1951
							1952	1951		1952	1951	
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	64,758	\$22,586	...	72,143	\$25,420	...	624,487	618,631	+1	\$231,336	\$228,245	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	887	854	\$0.963	1,059	985	\$0.930	18,541	17,638	+5	18,743	17,212	+9
\$0.50 to \$0.99 per pound	4,295	1,918	0.447	4,414	2,069	0.469	42,304	34,111	+24	20,078	16,825	+19
Less than \$0.50 per pound.....	10,506	2,631	0.250	11,516	2,960	0.257	87,744	80,957	+8	22,936	21,181	+8
Bar goods.....	28,928	11,286	0.390	34,318	13,252	0.386	289,403	311,120	-7	116,329	122,306	-5
Bulk goods ²	11,244	2,788	0.248	11,894	3,073	0.258	117,408	105,358	+11	29,124	27,181	+7
5¢ and 10¢ specialties...	8,898	3,109	0.349	8,942	3,081	0.345	69,087	69,447	-1	24,126	23,540	+2

¹A selected group of large, manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: October 2, 1952

SERIES: M16C-82

CONFECTIONERY (Including chocolate products) AUGUST 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in August 1952 at \$61 thousand, 29 percent above July but 12 percent below August of last year. Sales of manufacturer-wholesalers and manufacturer-retailers were down 11 percent and 4 percent respectively from August of last year. Chocolate manufacturers' sales were down 22 percent. For the year-to-date total sales were 1 percent under the corresponding period of last year.

Sales of all types of confectionery in August were below the levels of August of last year in terms of both poundage and dollar value, as indicated by reports from a selected group of large manufacturers reporting poundage and dollar value of confectionery sales by type of product. For the first 8 months of 1952, however, dollar value of sales of all types of confectionery except bar goods remained above the corresponding period of last year. It was the 6 percent decline in dollar value of bar goods' sales which in total offset the increases reflected in the sales of all other types of confectionery.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

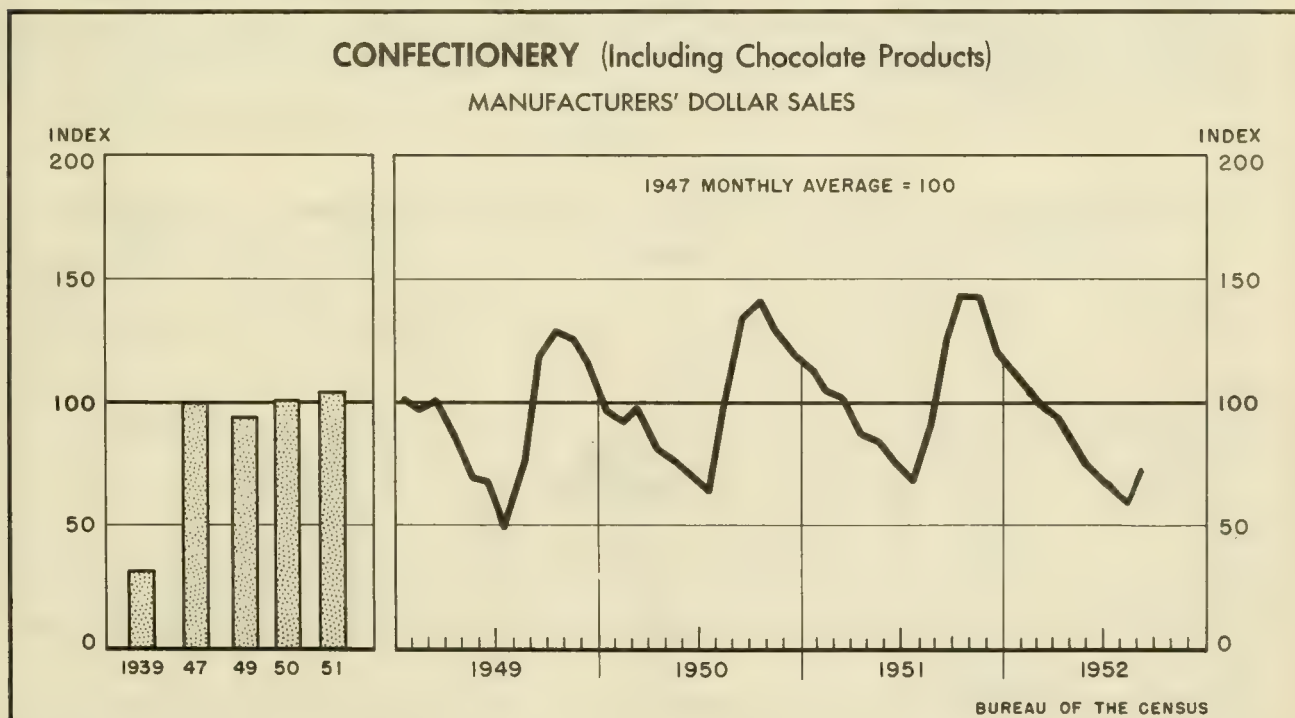


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		August 1952 (add 000)	July 1952 (add 000)	August 1951 (add 000)	Percent change		8 months 1952 (add 000)	Percent change from 8 months 1951
					August 1952 from July 1952	August 1952 from August 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	60,948	47,200	69,547	+29	-12	545,802	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	46,535	37,494	52,436	+24	-11	422,326	(²)
Manufacturer-retailers ³	188	5,887	4,571	6,137	+29	-4	53,849	-2
Chocolate manufacturers.....	12	8,526	5,135	10,974	+66	-22	69,627	-9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	4,537	2,760	5,519	+64	-18	43,896	-2
Middle Atlantic.....	329	13,392	11,815	15,938	+13	-16	124,635	+1
New York and New Jersey.....	183	8,603	7,896	9,376	+9	-8	71,061	+6
Pennsylvania.....	146	4,789	3,919	6,562	+22	-27	53,574	-4
East North Central.....	222	18,492	14,409	20,623	+28	-10	160,112	-3
Illinois.....	100	16,538	12,751	18,373	+30	-10	139,470	-4
Ohio and Indiana.....	73	1,325	1,075	1,682	+23	-21	12,972	+5
Michigan and Wisconsin.....	49	629	583	568	+8	+11	7,670	+3
West North Central.....	74	2,546	1,735	2,614	+47	-3	21,995	+7
Minnesota, Kansas, South Dakota, and Nebraska....	33	635	522	625	+22	+2	6,557	+5
Iowa and Missouri.....	41	1,911	1,213	1,989	+58	-4	15,438	+8
South Atlantic.....	118	1,964	1,687	1,913	+16	+3	17,368	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	980	868	1,019	+13	-4	8,292	+9
Georgia and Florida.....	44	984	819	894	+20	+10	9,076	+6
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	816	782	887	+4	-8	7,989	+6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	956	814	1,209	+17	-21	12,349	-4
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	380	298	371	+28	+2	3,466	-5
Pacific.....	137	3,452	3,194	3,362	+8	+3	30,516	+6
California.....	104	2,956	2,797	2,840	+6	+4	25,865	+8
Washington and Oregon.....	33	496	397	522	+25	-5	4,651	(²)

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	August 1952			August 1951			8 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	85,492	\$30,167	...	96,330	\$34,456	...	709,979	714,961	-1	\$261,503	\$262,701	(²)
Packaged goods made to retail at:												
\$1.00 or more per pound	1,194	1,011	\$0.847	1,534	1,333	\$0.869	19,735	19,173	+3	19,754	18,545	+7
\$0.50 to \$0.99 per pound	4,964	2,411	0.486	5,698	2,759	0.484	47,268	39,809	+19	22,489	19,584	+15
Less than \$0.50 per pound.....	11,869	2,984	0.251	12,942	3,284	0.254	99,613	93,899	+6	25,920	24,465	+6
Bar goods.....	39,642	15,929	0.402	46,786	18,904	0.404	329,045	357,905	-8	132,258	141,210	-6
Bulk goods ³	17,393	4,254	0.245	18,497	4,536	0.245	134,801	123,855	+9	33,378	31,717	+5
5¢ and 10¢ specialties....	10,430	3,578	0.343	10,873	3,640	0.335	79,517	80,320	-1	27,704	27,180	+2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 3, 1952

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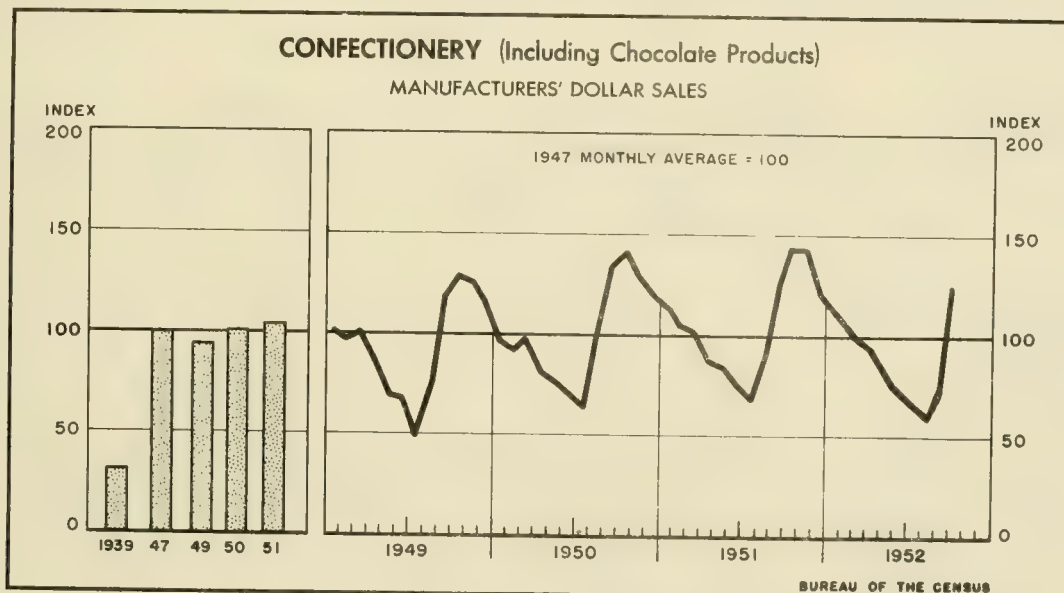
CONFECTIONERY (Including chocolate products) SEPTEMBER 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of confectionery manufacturers' sales in September at \$99,443 thousand. Seasonally, sales in September were 63 percent above sales in August; however this represented an increase of only 2 percent over September of last year. In contrast to an increase in sales of 3 percent over September of last year reported by manufacturer-wholesalers, chocolate manufacturers and manufacturer-retailers each registered a decrease in sales of 1 percent from September 1951. For the year-to-date, the total dollar value of manufacturers' sales of confectionery and competitive chocolate products was 1 percent below the corresponding period of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate that for the first nine months of 1952, the decreases in bar goods' sales of 7 percent and 5 percent in terms of poundage and dollar value respectively, offset the increases reported in sales of all other types of confectionery products. In total, these establishments reported no change in poundage sales compared with an increase of only 1 percent in terms of dollar value.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 5 cents - Annual subscription rate 50 cents

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		September 1952 (add 000)	August 1952 (add 000)	September 1951* (add 000)	Percent change		9 months 1952 (add 000)	Percent change from 9 months 1951
					Sep-tem-ber 1952 from August 1952	Sep-tem-ber 1952 from September 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$99,443	\$60,948	\$97,417	+63	+2	\$645,245	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	74,840	46,535	72,620	+61	+3	497,166	+1
Manufacturer-retailers ²	188	6,651	5,887	6,689	+13	-1	60,500	-2
Chocolate manufacturers.....	12	17,952	8,526	18,108	+111	-1	87,579	-8
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	9,288	4,537	8,500	+105	+9	53,184	(³)
Middle Atlantic.....	329	20,341	13,392	19,594	+52	+4	144,976	+2
New York and New Jersey.....	183	12,067	8,603	11,720	+40	+3	83,128	+5
Pennsylvania.....	146	8,274	4,789	7,874	+73	+5	61,848	-3
East North Central.....	222	30,379	18,492	30,513	+64	(³)	190,491	-2
Illinois.....	100	26,701	16,538	26,274	+61	+2	166,171	-3
Ohio and Indiana.....	73	2,485	1,325	2,926	+88	-15	15,457	+1
Michigan and Wisconsin.....	49	1,193	629	1,313	+90	-9	8,863	+2
West North Central.....	74	3,630	2,546	3,563	+43	+2	25,625	+7
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,054	635	938	+66	+12	7,611	+6
Iowa and Missouri.....	41	2,576	1,911	2,625	+35	-2	18,014	+7
South Atlantic.....	118	2,530	1,964	2,330	+29	+9	19,898	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,170	980	1,132	+19	+3	9,462	+8
Georgia and Florida.....	44	1,360	984	1,198	+38	+14	10,436	+7
East South Central Kentucky, Tennessee, Alabama, and Mississippi....	53	1,510	816	1,188	+85	+27	9,499	+9
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,837	956	1,958	+92	-6	14,186	-4
Mountain Arizona, Colorado, Idaho, New Mexico, and Utah...	25	670	380	686	+76	-2	4,136	-4
Pacific.....	137	4,655	3,452	4,288	+35	+9	35,171	+7
California.....	104	3,881	2,956	3,578	+31	+8	29,746	+8
Washington and Oregon.....	33	774	496	710	+56	+9	5,425	+2

*Revised.

¹Total number for which sales are estimated based upon reports from all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1952			September 1951			9 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	135,538	\$52,176	...	129,877	\$49,343	...	845,517	844,838	(²)	\$313,679	\$312,044	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	3,427	3,078	\$0.898	3,204	2,694	\$0.841	23,162	22,377	+4	22,832	21,239	+7
\$0.50 to \$0.99 per pound	13,899	6,752	0.486	12,924	6,196	0.479	61,167	52,733	+16	29,241	25,780	+13
Less than \$0.50 per pound.....	18,372	5,000	0.272	16,726	4,329	0.259	117,985	110,625	+7	30,920	28,794	+7
Bar goods.....	61,143	25,632	0.419	60,463	25,420	0.420	390,188	418,368	-7	157,890	166,630	-5
Bulk goods.....	27,023	7,724	0.286	26,009	7,170	0.276	161,824	149,864	+8	41,102	38,887	+6
5¢ and 10¢ specialties...	11,674	3,990	0.342	10,551	3,534	0.335	91,191	90,871	(²)	31,694	30,714	+3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY

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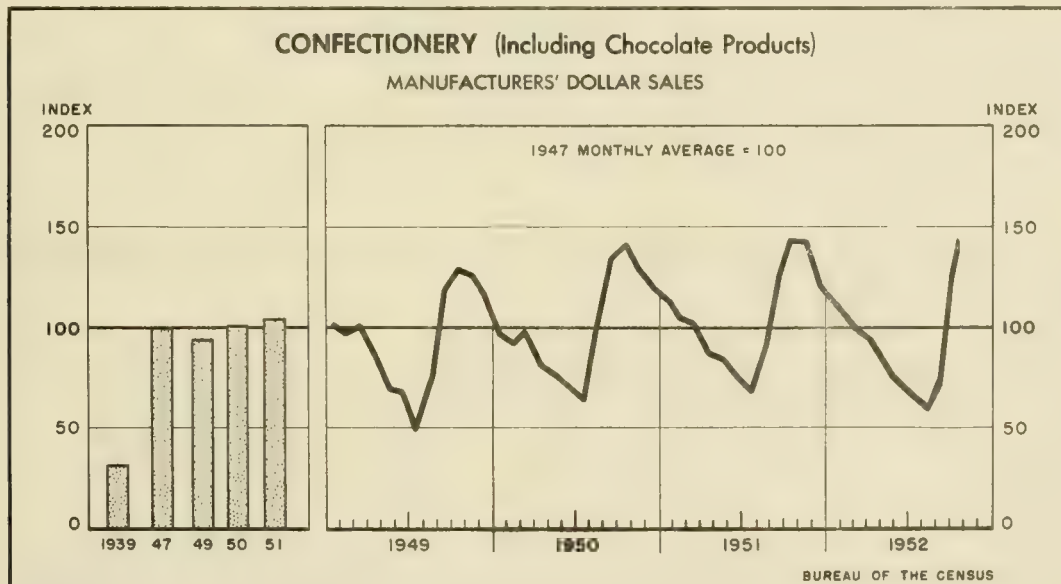
CONFECTIONERY (Including chocolate products) OCTOBER 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in October at \$113,374 thousand. Sales in October were 14 percent above the preceding month, and 3 percent above October of last year. By contrast, chocolate manufacturers' sales were 12 percent below September and 2 percent below October, 1951. For the year-to-date, total confectionery sales remained virtually unchanged from the corresponding period of last year.

A selected group of large manufacturer-wholesalers and chocolate manufacturers, reporting poundage and dollar value of sales by type of product, indicate that for the first 10 months of 1952, sales of all types of confectionery except bar goods were somewhat higher than the corresponding period of last year, the greatest percentage increase being in the sale of packaged goods made to retail at 50 to 99 cents per pound. Bar goods sales for the first 10 months of 1952, however, were down 6 percent in terms of poundage, and 4 percent in terms of dollar value from the corresponding period of 1951.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 5 cents - Annual subscription rate 50 cents

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		October 1952 (Add 000)	September 1952 (Add 000)	October 1951 (Add 000)	Percent change		10 months 1952 (Add 000)	Percent change from 10 months 1951
					October 1952 from September 1952	October 1952 from October 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$113,374	\$99,443	\$110,449	+14	+3	\$758,619	(²)
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	89,249	74,840	86,173	+19	+4	586,415	+1
Manufacturer-retailers ³	188	8,275	6,651	8,161	+24	+1	68,775	-2
Chocolate manufacturers.....	12	15,850	17,952	16,115	-12	-2	103,429	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	9,706	9,288	9,520	+5	+2	62,890	(²)
Middle Atlantic.....	329	24,847	20,341	23,953	+22	+4	169,823	+2
New York and New Jersey.....	183	13,102	12,067	13,010	+9	+1	96,230	+5
Pennsylvania.....	146	11,745	8,274	10,943	+42	+7	73,593	-2
East North Central.....	222	34,217	30,379	32,666	+13	+5	224,708	-1
Illinois.....	100	28,361	26,701	27,881	+6	+5	194,532	-2
Ohio and Indiana.....	73	3,894	2,485	3,833	+57	+2	19,351	+2
Michigan and Wisconsin.....	49	1,962	1,193	1,772	+64	+11	10,825	+3
West North Central.....	74	5,860	3,630	5,167	+61	+13	31,485	+8
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,607	1,054	1,519	+52	+6	9,218	+6
Iowa and Missouri.....	41	4,253	2,576	3,648	+65	+17	22,267	+9
South Atlantic.....	118	3,054	2,530	2,752	+21	+11	22,952	+8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,660	1,170	1,494	+42	+11	11,122	+8
Georgia and Florida.....	44	1,394	1,360	1,258	+3	+11	11,830	+7
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	2,572	1,510	2,496	+70	+3	12,071	+7
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,869	1,837	3,133	+56	+8	17,055	-5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	764	670	775	+14	-1	4,900	-4
Pacific.....	137	5,310	4,655	5,711	+15	-6	40,531	+5
California.....	104	4,449	3,881	4,759	+15	-7	34,195	+6
Washington and Oregon.....	33	911	774	952	+18	-4	6,336	+1

¹Total number for which sales are estimated based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	October 1952			October 1951			10 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	139,364	\$53,936	...	131,062	\$49,576	...	984,881	975,900	+1	\$367,615	\$361,621	+2
Packaged goods made to retail at:												
\$1.00 or more per pound	5,320	4,842	\$0.910	5,000	4,287	\$0.857	28,482	27,377	+4	27,674	25,526	+8
\$0.50 to \$0.99 per pound	16,949	8,016	0.473	14,015	6,635	0.473	78,116	66,748	+17	37,257	32,414	+16
Less than \$0.50 per pound.....	21,755	6,050	0.278	20,589	5,305	0.258	139,740	131,213	+6	36,970	34,100	+8
Bar goods.....	54,563	22,947	0.421	53,162	22,395	0.421	444,751	471,530	-6	180,837	189,026	-4
Bulk goods.....	29,073	7,870	0.271	27,084	7,021	0.259	190,897	176,948	+8	43,972	45,908	-7
5¢ and 10¢ specialties...	11,704	4,211	0.360	11,212	3,933	0.351	102,895	102,084	+1	35,905	34,647	+4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

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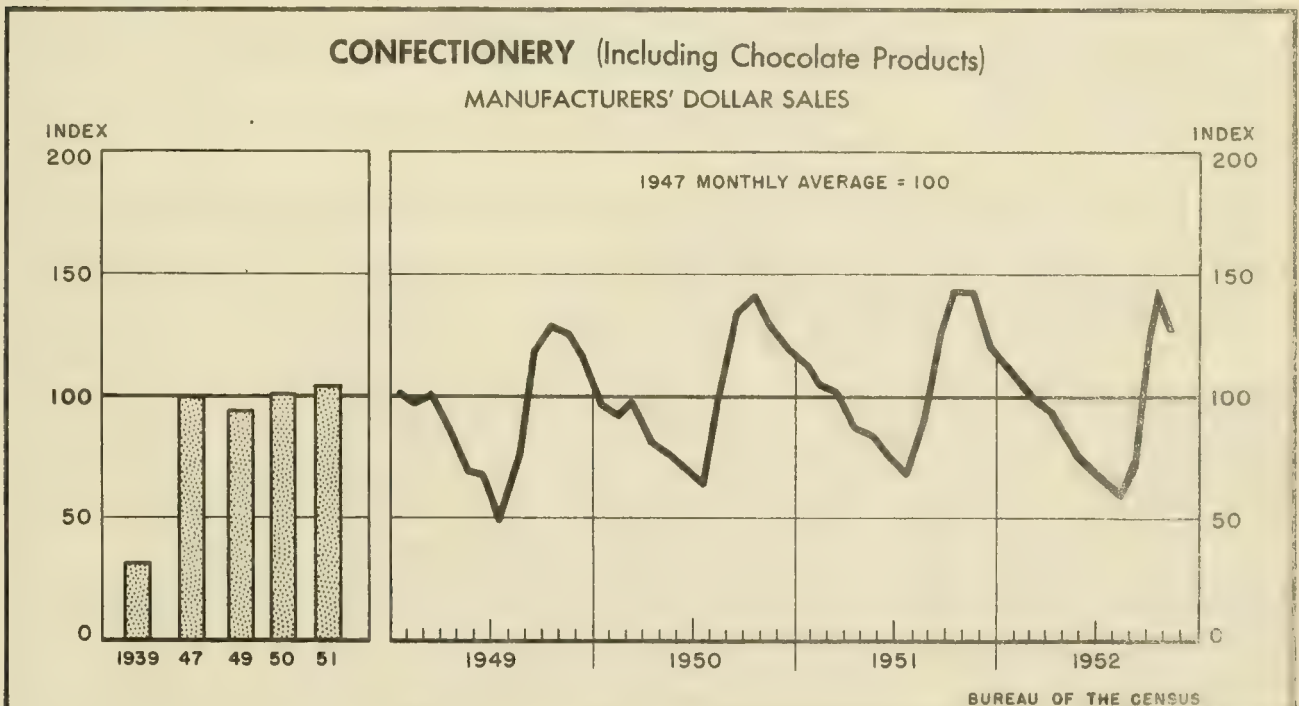
CONFECTIONERY (Including chocolate products) NOVEMBER 1952

The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in November at \$101,012 thousand, 9 percent below sales in November of last year. Manufacturer-retailers' sales were 11 percent higher than the previous month, but 3 percent below the level of last November. Sales of manufacturer-wholesalers and chocolate manufacturers were down 9 percent and 11 percent respectively from the levels of last November. For the year-to-date, total sales were 1 percent under the total for the first 11 months of 1951.

A selected group of large manufacturer-wholesalers and chocolate manufacturers, reporting poundage and dollar value of sales by type of product indicate that the decrease in sales of bar goods for the first 11 months of 1952 offset the increases registered in sales of all other types of confectionery. These establishments reported a decrease in bar goods sales of 6 percent in terms of poundage and 5 percent in terms of dollar value for the first 11 months of 1952, contrasted with reported increases in the sale of all other types of confectionery.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
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Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		November 1952 (Add 000)	October 1952 (Add 000)	November 1951 (Add 000)	Percent change		11 months 1952 (Add 000)	Percent change from 11 months 1951
					November 1952 from October 1952	November 1952 from November 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$101,012	\$113,374	\$110,673	-11	-7	\$859,631	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	78,846	89,249	86,541	-12	-9	665,261	(²)
Manufacturer-retailers ³	188	9,167	8,275	9,467	+11	-3	77,942	-2
Chocolate manufacturers.....	12	12,999	15,850	14,665	-18	-11	116,428	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	9,548	9,706	9,900	-2	-4	72,438	(²)
Middle Atlantic.....	329	21,081	24,847	21,101	-15	(²)	190,904	+2
New York and New Jersey.....	183	11,898	13,102	11,579	-9	+3	108,128	+5
Pennsylvania.....	146	9,183	11,745	9,522	-22	-4	82,776	-2
East North Central.....	222	28,343	34,217	33,196	-17	-15	253,051	-3
Illinois.....	100	23,035	28,361	26,791	-19	-14	217,567	-3
Ohio and Indiana.....	73	3,359	3,894	4,332	-14	-22	22,710	-3
Michigan and Wisconsin.....	49	1,949	1,962	2,073	-1	-6	12,774	+2
West North Central.....	74	4,347	5,860	5,344	-26	-19	35,832	+4
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,207	1,607	1,367	-25	-12	10,425	+4
Iowa and Missouri.....	41	3,140	4,253	3,977	-26	-21	25,407	+4
South Atlantic.....	118	3,901	3,054	3,832	+28	+2	26,853	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,607	1,660	1,629	-3	-1	12,729	+7
Georgia and Florida.....	44	2,294	1,394	2,203	+65	+4	14,124	+7
East South Central Kentucky, Tennessee, Alabama, and Mississippi....	53	2,041	2,572	2,346	-21	-13	14,112	+4
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	117	3,311	2,869	3,885	+15	-15	20,366	-7
Mountain Arizona, Colorado, Idaho, New Mexico, and Utah....	25	835	764	969	+9	-14	5,735	-6
Pacific.....	137	5,439	5,360	5,968	+1	-9	45,970	+3
California.....	104	4,297	4,449	4,711	-3	-9	38,492	+4
Washington and Oregon.....	33	1,142	911	1,257	+25	-9	7,478	-1

¹Total number for which sales are estimated based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	November 1952			November 1951			11 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	115,308	\$45,687	...	128,703	\$49,098	...	1,100,189	1,104,603	(²)	\$413,302	\$410,719	+1
Packaged goods made to retail at:												
\$1.00 or more per pound.....	6,323	5,590	\$0.884	6,455	5,416	\$0.839	34,805	33,832	+3	33,264	30,942	+8
\$0.50 to \$0.99 per pound.....	15,608	7,336	0.470	16,695	7,864	0.471	93,724	83,443	+12	44,593	40,278	+11
Less than \$0.50 per pound.....	18,896	5,191	0.275	22,266	5,692	0.256	158,636	153,479	+3	42,161	39,792	+6
Bar goods.....	43,466	18,450	0.424	48,439	20,361	0.420	488,217	519,969	-6	199,287	209,387	-5
Bulk goods.....	22,237	6,058	0.272	25,929	6,612	0.255	213,134	202,877	+5	55,030	52,520	+5
5¢ and 10¢ specialties....	8,778	3,062	0.349	8,919	3,153	0.354	111,673	111,003	+1	38,967	37,800	+3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

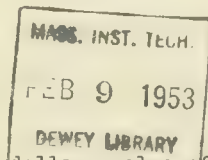
³Includes penny goods.

FACTS FOR INDUSTRY

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CONFECTIONERY (Including chocolate products) DECEMBER 1952

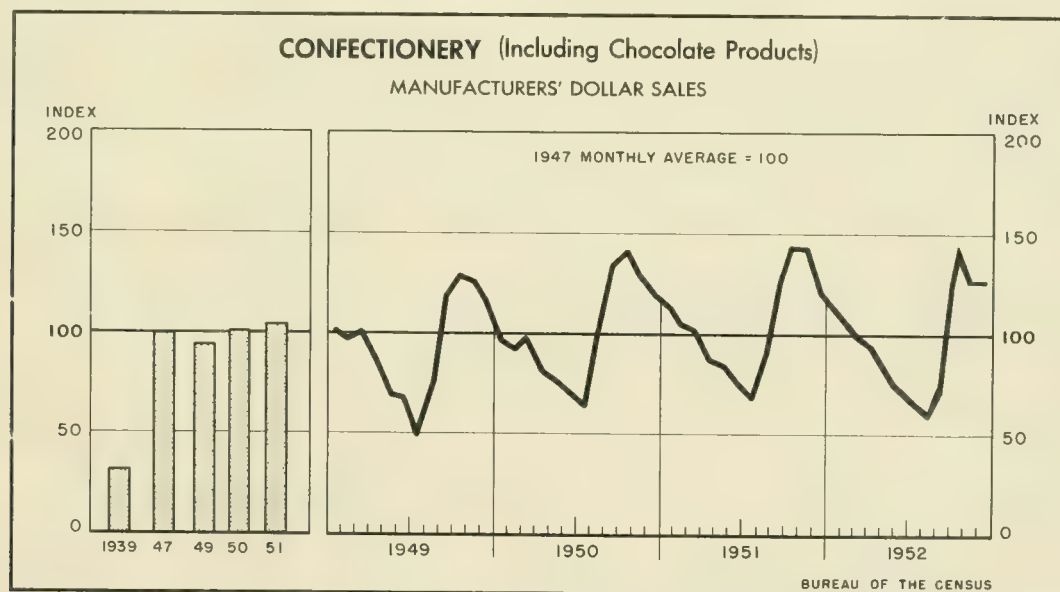


The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in December at \$101,394 thousand, 9 percent higher than sales in December 1951. Preliminary totals indicate that manufacturers' sales of confectionery and competitive chocolate products in 1952 reached a total of \$961 million, less than one percent lower than sales the preceding year.

Manufacturer-retailers' dollar sales in December were more than double their November volume, and were 2 percent higher than in December of last year. Dollar value of sales of manufacturer-wholesalers and chocolate manufacturers in December registered increases of 10 percent and 14 percent respectively over the levels of December 1951.

A selected group of large manufacturer-wholesalers and chocolate manufacturers reporting poundage and dollar value of sales by type of product indicate that for 1952, sales of bar goods were down 5 percent in terms of poundage, and 4 percent in terms of dollar value, contrasted with reported increases in the sales of all other types of confectionery. In total, these establishments reported virtually no change from the preceding year in poundage sales, and an increase of only 1 percent in terms of dollar value of sales.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census

Price 5 cents - Annual subscription rate 50 cents

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		December 1952 (Add 000)	November 1952 (Add 000)	December 1951 (Add 000)	Percent change		12 months 1952 (Add 000)	Percent change from 12 months 1951
					December 1952 from November 1952	December 1952 from December 1951		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$101,394	\$101,012	\$93,375	(²)	+9	\$961,025	(²)
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	68,445	78,846	62,258	-13	+10	733,706	+1
Manufacturer-retailers ³	188	22,085	9,167	21,585	+141	+2	100,027	-1
Chocolate manufacturers.....	12	10,864	12,999	9,532	-16	+14	127,292	-6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	8,301	9,548	7,029	-13	+18	80,739	+1
Middle Atlantic.....	329	22,253	21,081	18,960	+6	+17	213,157	+3
New York and New Jersey.....	183	8,641	11,898	8,105	-27	+7	116,769	+5
Pennsylvania.....	146	13,612	9,183	10,855	+48	+25	96,388	+1
East North Central.....	222	22,796	28,343	21,576	-20	+6	275,847	-2
Illinois.....	100	18,107	23,035	17,682	-21	+2	235,674	-3
Ohio and Indiana.....	73	2,873	3,359	2,339	-14	+23	25,583	-1
Michigan and Wisconsin.....	49	1,816	1,949	1,555	-7	+17	14,590	+3
West North Central.....	74	3,223	4,347	2,996	-26	+8	39,055	+4
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,054	1,207	888	-13	+19	11,479	+5
Iowa and Missouri.....	41	2,169	3,140	2,108	-31	+3	27,576	+4
South Atlantic.....	118	2,643	3,901	2,554	-32	+3	29,496	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,322	1,607	1,254	-18	+5	14,051	+7
Georgia and Florida.....	44	1,321	2,294	1,300	-42	+2	15,445	+6
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	1,352	2,041	1,244	-34	+9	15,464	+4
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,214	3,311	2,720	-33	-19	22,580	-8
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	735	835	707	-12	+4	6,470	-5
Pacific.....	137	4,928	5,439	4,472	-9	+10	50,898	+4
California.....	104	3,836	4,297	3,580	-11	+7	42,328	+4
Washington and Oregon.....	33	1,092	1,142	892	-4	+22	8,570	+2

¹Total number for which sales are estimated based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include manufacturing outlets.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	December 1952			December 1951			12 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1952	1951	Percent change 1952 from 1951	1952	1951	Percent change 1952 from 1951
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	99,045	\$43,088	...	92,779	\$39,081	...	1,199,234	1,197,382	(²)	\$456,390	\$449,800	+1
Package goods made to retail at:												
\$1.00 or more per pound	10,027	10,103	\$1.008	9,030	9,122	\$1.010	44,832	42,862	+5	43,367	40,064	+8
\$0.50 to \$0.99 per pound	9,638	4,634	0.481	8,899	4,264	0.479	103,362	92,342	+12	49,227	44,542	+11
Less than \$0.50 per pound.....	12,057	3,311	0.275	12,628	3,326	0.263	170,693	166,107	+3	45,472	43,118	+5
Bar goods.....	40,375	17,072	0.423	37,691	15,338	0.407	528,592	557,660	-5	216,359	224,728	-4
Elk goods ³	19,450	5,266	0.271	17,846	4,768	0.267	232,584	220,723	+5	60,296	57,288	+5
5¢ and 10¢ specialties...	7,498	2,702	0.360	6,685	2,263	0.339	119,171	117,688	+1	41,669	40,063	+4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

U. S. DEPARTMENT OF COMMERCE

Sinclair Weeks, Secretary

MASS. INST. TECH.

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Robert W. Burgess, Director

FACTS FOR INDUSTRY

FOR RELEASE: June 24, 1953

SERIES: M16C-02

CONFECTIONERY (Including chocolate products)

SUMMARY FOR 1952

Manufacturers' sales of confectionery and competitive chocolate products totaled \$967 million in 1952, just \$2 million above the previous year's total of \$965 million, according to the Bureau of the Census, Department of Commerce.

Manufacturer-wholesalers' sales in 1952 were virtually unchanged from the preceding year. Chocolate manufacturers' sales were down 5 percent from last year, in contrast to an increase of 5 percent in manufacturer-retailers' sales.

Sales of bar goods were down about 4 percent from last year according to reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers reporting sales by type of product. These establishments, however, reported increased sales of all other types of confectionery. In total, these establishments reported no change in poundage sales, and an increase of only 1 percent in total dollar volume.

The figures in tables 1, 2, and 3 of this bulletin are based on reports from a sample of manufacturers accounting for about 90 percent of the total dollar value of sales of confectionery and competitive chocolate products. They have been inflated to represent total sales of all known manufacturers of confectionery and competitive chocolate products, except retail confectioners with a single business location. They do not include sales of chocolate coatings or cocoa by chocolate manufacturers.

The figures in tables 4A and 4B are not inflated. They represent the reported sales of a selected group of large manufacturer-wholesalers and chocolate manufacturers who maintain records of sales in terms of both quantity and value.

Inquiries concerning these data should be addressed to the Bureau of the Census, Industry Division, Washington 25, D. C.

This publication was prepared under the supervision of Willis K. Jordan, Chief of the Food Section, by Emerson L. Jones.

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--SUMMARY OF CONFECTIONERY SALES, BY KIND OF BUSINESS: 1952 AND 1951

	1952*	1951
	Value (000 omitted)	Value (000 omitted)
TOTAL.....	967,226	964,979
Manufacturer-wholesalers.....	733,166	729,045
Manufacturer-retailers.....	105,905	100,951
Chocolate manufacturers.....	128,155	134,983

*Revised.

Table 2.--TOTAL CONFECTIONERY AND CHOCOLATE PRODUCTS SALES, BY MONTH: 1952 AND 1951

(In millions of dollars)

	1952*	1951
TOTAL.....	\$967	\$965
January.....	88	87
February.....	85	80
March.....	79	77
April.....	74	66
May.....	60	63
June.....	54	58
July.....	47	52
August.....	61	70
September.....	101	97
October.....	114	111
November.....	102	111
December.....	102	93

*Revised.

Table 3.--TOTAL DOLLAR VALUE OF CONFECTIONERY SALES BY KIND OF BUSINESS AND MANUFACTURER--
WHOLESALESALES BY REGION AND STATE: 1952 AND 1951

Region and State	1952* (add 000)	1951 (add 000)
Confectionery and competitive chocolate products, estimated total	967,226	964,979
BY KIND OF BUSINESS		
Manufacturer-wholesalers.....	733,166	729,045
Manufacturer-retailers.....	105,905	100,951
Chocolate manufacturers.....	128,155	134,983
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISIONS AND STATES ¹		
New England.....	81,580	79,737
Middle Atlantic.....	214,668	206,638
New York and New Jersey.....	118,616	111,506
Pennsylvania.....	96,052	95,132
East North Central.....	277,217	282,192
Illinois.....	238,734	242,332
Ohio and Indiana.....	23,891	25,735
Michigan and Wisconsin.....	14,592	14,125
West North Central.....	38,576	37,546
Minnesota, Kansas, South Dakota, and Nebraska.....	12,385	10,941
Iowa and Missouri.....	26,191	26,605
South Atlantic.....	29,516	27,694
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	14,062	13,146
Georgia and Florida.....	15,454	14,548
East South Central		
Kentucky, Tennessee, Alabama, and Mississippi.....	15,481	14,837
West South Central		
Arkansas, Louisiana, Oklahoma, and Texas.....	22,098	24,523
Mountain		
Arizona, Colorado, Idaho, New Mexico, and Utah.....	6,508	6,777
Pacific.....	47,522	49,101
California.....	38,929	40,660
Washington and Oregon.....	8,593	8,441

*Revised.

¹Does not include chocolate manufacturers' sales.

Table 4A.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER WHOLESALERS,¹ BY TYPE OF PRODUCT: 1952 AND 1951²

Type of product	1952			1951			Percent change from 1951	
	Pounds	Value	Average value	Pounds	Value	Average value	Pounds	Value
	(In thousands)			(In thousands)				
TOTAL SALES OF SELECTED ESTABLISHMENTS..	1,198,288	\$456,328	...	1,197,382	\$449,800	...	(³)	+1.4
Package goods made to retail at:								
\$1.00 or more per pound.....	44,079	42,927	\$.974	42,862	40,064	\$.935	+2.8	+7.1
\$.50 to \$.99 per pound.....	104,122	49,603	.476	92,342	44,542	.482	+12.8	+11.4
Less than \$.50 per pound.....	170,782	45,495	.266	166,107	43,118	.260	+2.8	+5.5
Bar goods.....	527,775	216,088	.409	557,660	224,725	.403	-5.4	-3.8
Bulk goods ⁴	232,945	60,488	.260	220,723	57,288	.260	+5.5	+5.6
5¢ and 10¢ specialties.....	118,585	41,727	.352	117,688	40,063	.340	+1.0	+4.2

Table 4B.--POUNDRAGE AND DOLLAR VALUE OF SALES OF SELECTED MANUFACTURER-WHOLESALERS,¹ BY TYPE OF PRODUCT, BY MONTHS: 1952²

(All figures in thousands)

Month	Package goods made to retail at the prices per pound indicated--					
	\$1.00 or more		\$.50 to \$.99		Less than \$.50	
	Poundage	Dollar value	Poundage	Dollar value	Poundage	Dollar value
TOTAL.....	44,079	\$42,927	104,122	\$49,603	170,782	\$45,495
January.....	4,389	4,970	8,698	4,274	13,105	3,534
February.....	2,390	2,481	8,329	4,168	14,698	3,859
March.....	3,659	3,697	6,983	3,380	12,909	3,514
April.....	3,560	3,595	5,402	2,434	13,531	3,532
May.....	1,844	1,721	4,741	2,127	11,546	2,983
June.....	1,059	985	4,616	2,153	11,538	2,906
July.....	887	854	4,295	1,918	10,506	2,631
August.....	1,194	1,011	4,964	2,411	11,869	2,984
September.....	3,427	3,078	13,899	6,752	18,372	5,000
October.....	5,320	4,842	16,949	8,016	21,755	6,050
November.....	6,323	5,590	15,608	7,336	18,896	5,191
December.....	10,027	10,103	9,638	4,634	12,057	3,311
	Bar goods		Bulk goods ⁴		5 and 10 cent specialties	
	Poundage	Dollar value	Poundage	Dollar value	Poundage	Dollar value
TOTAL.....	527,775	\$216,088	232,945	\$60,488	118,585	\$41,727
January.....	51,920	21,045	21,386	5,424	9,986	3,649
February.....	50,673	20,514	21,065	5,223	10,212	3,718
March.....	46,903	19,431	17,992	4,575	10,114	3,557
April.....	41,478	16,771	18,554	4,606	9,782	3,405
May.....	34,756	13,726	14,282	3,574	9,428	3,290
June.....	33,928	13,285	13,246	3,126	10,081	3,456
July.....	28,928	11,286	11,244	2,788	8,898	3,109
August.....	39,642	15,929	17,393	4,254	10,430	3,578
September.....	61,143	25,632	27,023	7,724	11,674	3,990
October.....	54,563	22,947	29,073	7,870	11,704	4,211
November.....	43,466	18,450	22,237	6,058	8,778	3,062
December.....	40,375	17,072	19,450	5,266	7,498	2,702

¹Includes chocolate manufacturers.²A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.³Less than 0.5 percent change.⁴Includes penny items.

FACTS FOR INDUSTRY

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CONFECTIONERY (Including chocolate products) JANUARY 1953

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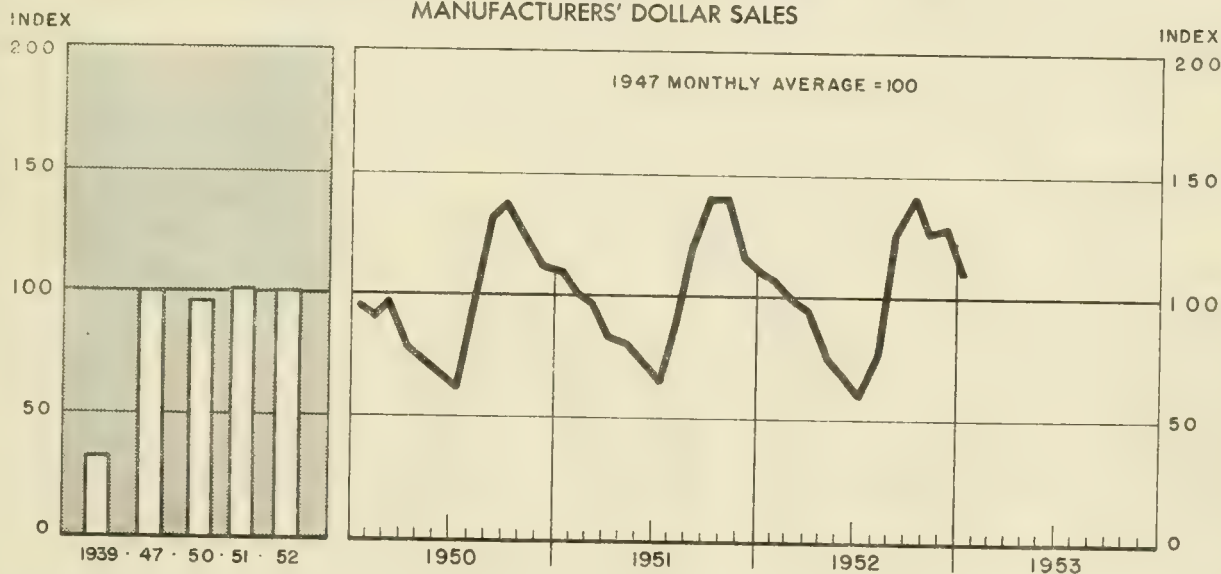
The Bureau of the Census, Department of Commerce, compared the dollar value of manufacturers' sales of confectionery and competitive chocolate products in January 1953 at \$86,547 thousand, 15 percent lower than sales in December and 1 percent below the level of January of last year. Manufacturer-retailers' sales were up 10 percent from January of last year, contrasted with a 2 percent decrease in manufacturer-wholesalers' sales. Chocolate manufacturers' sales were virtually unchanged from last January.

A selected group of large manufacturer-wholesalers and chocolate manufacturers reporting poundage and dollar value of sales by type of product indicate that whereas sales of most products were above the level of last January, these increases were offset by decreases in the sale of package goods made to retail at less than \$0.50 per pound and bar goods. In total, these selected establishments reported a decrease in poundage sales from January of 1952 of one percent, compared with an increase of 3 percent in terms of dollar value of sales.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 5 cents - Annual subscription rate 50 cents

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments with sales estimated	Estimated sales, current month and comparisons			Percent change	
		January 1953 (Add 000)	December 1952 (Add 000)	January 1952 (Add 000)	January 1953 from December 1952	January 1953 from January 1952
Confectionery and competitive chocolate products, estimated total.....	1,365	\$86,947	\$101,544	\$86,989	-15	-1
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	1,165	67,608	68,445	68,672	-1	-2
Manufacturer-retailers ²	188	6,404	22,085	5,804	-71	-1
Chocolate manufacturers.....	12	12,535	10,864	12,513	+15	3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES						
New England.....	90	8,102	8,301	8,597	-2	-6
Middle Atlantic.....	329	20,612	22,253	19,186	-7	+7
New York and New Jersey.....	183	9,889	8,641	9,440	+14	+5
Pennsylvania.....	146	10,723	13,612	9,746	-21	+10
East North Central.....	222	24,856	22,796	25,451	+2	-2
Illinois.....	100	20,927	18,107	21,637	+16	-3
Ohio and Indiana.....	73	2,354	2,873	2,294	-18	+3
Michigan and Wisconsin.....	49	1,575	1,816	1,520	-13	+4
West North Central.....	74	2,817	3,223	3,814	-13	-26
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,065	1,054	1,261	+1	-16
Iowa and Missouri.....	41	1,752	2,169	2,553	-19	-31
South Atlantic.....	118	2,697	2,643	2,721	+2	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	74	1,141	1,322	1,202	-14	-5
Georgia and Florida.....	44	1,556	1,321	1,519	+18	+2
East South Central.....	53	1,192	1,352	1,290	-12	-8
Kentucky, Tennessee, Alabama, and Mississippi.....	53	1,192	1,352	1,290	-12	-8
West South Central.....	117	2,533	2,214	2,359	+14	+7
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,533	2,214	2,359	+14	+7
Mountain.....	25	603	735	578	-18	+4
Arizona, Colorado, Idaho, New Mexico, and Utah.....	25	603	735	578	-18	+4
Pacific.....	137	4,196	4,928	4,676	-15	-10
California.....	104	3,460	3,836	3,911	-10	-12
Washington and Oregon.....	33	736	1,092	765	-33	-4

¹Total number for which sales are estimated based upon all known producers of confectionery and competitive chocolate products in 1953 except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	January 1953			January 1952			Percent change January 1953 from January 1952	
	Pounds (Add 000)	Value (Add 000)	Average value	Pounds (Add 000)	Value (Add 000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS..	109,078	\$44,246	...	109,859	\$42,885	...	-1	+3
Package goods made to retail at:								
\$1.00 or more per pound.....	5,141	6,167	\$1.200	4,874	5,264	\$1.080	+6	+17
\$0.50 to \$0.99 per pound.....	10,337	5,253	0.508	8,167	4,010	0.491	+27	+31
Less than 0.50 per pound.....	12,200	3,159	0.259	13,099	2,533	0.270	-7	-11
Bar goods.....	49,463	20,466	0.414	52,435	21,207	0.404	-6	-4
Bulk goods ²	21,467	5,541	0.258	21,050	5,270	0.250	+2	+5
5¢ and 10¢ specialties.....	10,470	3,660	0.350	10,234	3,601	0.352	+2	+2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

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CONFECTIONERY (Including chocolate products)

MARCH 1953

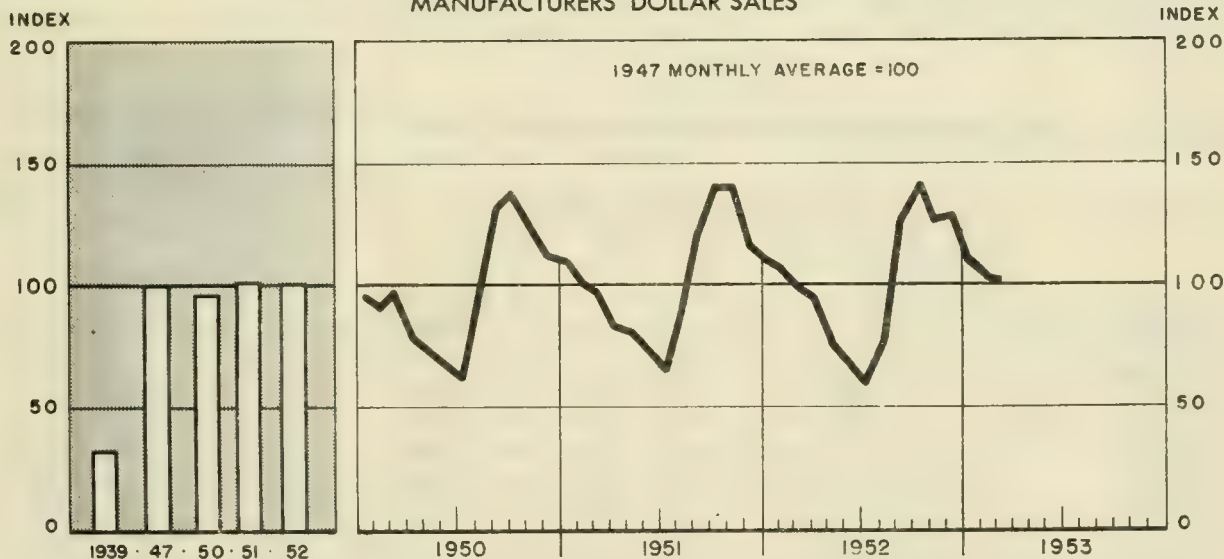
The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in March 1953 at \$81,213 thousand, 4 percent above sales in March 1952. Manufacturer-wholesalers and chocolate manufacturers reported virtually no change from the levels of last March. Manufacturer-retailers' sales, however, were 48 percent above sales in March of last year. For the year-to-date, total estimated dollar value of manufacturers' sales of confectionery and competitive chocolate products were 1 percent above the corresponding period of last year.

Sales of package goods made to retail at \$.50 or more per pound continued somewhat above last year's 3 month total in contrast to continued decreases in sales of all other types of confectionery products, as evidenced by reports from a selected group of large manufacturers reporting sales by type of product for both years. In total, these establishments reported a decrease from the first three months of 1952 of 2 percent in terms of poundage, whereas their dollar value of sales was virtually unchanged.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census

Price 5 cents - Annual subscription rate 50 cents

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		March 1953 (Add 000)	February 1953 (Add 000)	March 1952 (Add 000)	Percent change		3 months 1953 (Add 000)	Percent change from 3 months 1952
					March 1953 from February 1953	March 1953 from March 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$81,213	\$83,063	\$77,787	-2	+4	\$251,336	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	61,565	61,283	61,023	(²)	+1	190,456	-1
Manufacturer-retailers ³	188	8,695	10,583	5,857	-18	+48	26,195	+28
Chocolate manufacturers.....	12	10,953	11,197	10,907	-2	(²)	34,685	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	6,886	6,524	6,607	+6	+4	21,512	-2
Middle Atlantic.....	329	18,772	18,969	19,165	-1	-2	58,353	+3
New York and New Jersey.....	183	9,404	10,097	10,567	-7	-11	29,390	(²)
Pennsylvania.....	146	9,368	8,872	8,598	+6	+9	28,963	+6
East North Central.....	222	22,905	23,476	21,779	-2	+5	71,237	-1
Illinois.....	100	19,898	20,161	19,079	-1	+4	60,986	-2
Ohio and Indiana.....	73	1,890	1,879	1,610	+1	+17	6,123	+4
Michigan and Wisconsin.....	49	1,117	1,836	1,090	-22	+2	4,128	+6
West North Central.....	74	2,491	2,797	2,859	-11	-13	8,105	-21
Minnesota, Kansas, South Dakota, and Nebraska....	33	882	961	741	-8	+19	2,908	-6
Iowa and Missouri.....	41	1,609	1,836	2,118	-12	-24	5,197	-27
South Atlantic.....	118	2,613	2,229	2,550	+17	+2	7,539	(²)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,252	1,084	1,168	+15	+7	3,477	(²)
Georgia and Florida.....	44	1,361	1,145	1,382	+19	-2	4,062	+1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	1,195	1,174	1,132	+2	+6	3,561	-1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,040	1,711	2,130	+19	-4	6,284	-2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	484	465	487	+4	-1	1,552	-1
Pacific.....	137	4,179	3,938	4,314	+6	-3	12,313	-6
California.....	104	3,457	3,283	3,656	+5	-5	10,200	-6
Washington and Oregon.....	33	722	655	658	+10	+10	2,113	-1

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1953			March 1952			3 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	100,178	\$38,858	...	98,561	\$38,154	...	308,560	316,358	-2	\$121,062	\$121,076	(²)
Package goods made to retail at:												
\$1.00 or more per pound	4,275	4,040	\$0.945	3,659	3,697	\$1.010	12,214	11,191	+9	13,028	11,588	+12
\$0.50 to \$0.99 per pound	7,457	3,626	0.486	6,984	3,380	0.484	26,824	23,251	+15	13,281	11,446	+16
Less than \$0.50 per pound.....	11,814	3,118	0.264	12,909	3,514	0.272	37,093	40,623	-9	9,669	10,883	-11
Bar goods.....	50,846	20,439	0.402	46,903	19,431	0.414	146,838	150,313	-2	60,029	61,262	-2
Bulk goods.....	16,323	4,270	0.262	17,992	4,575	0.254	56,252	60,082	-6	14,622	15,031	-3
5¢ and 10¢ specialties...	9,463	3,365	0.356	10,114	3,557	0.352	29,339	30,898	-5	10,433	10,866	-4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

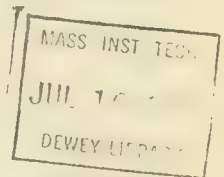
FACTS FOR INDUSTRY

FOR RELEASE: July 6, 1953

SERIES: M16C-53

CONFECTIONERY (Including chocolate products)

MAY 1953



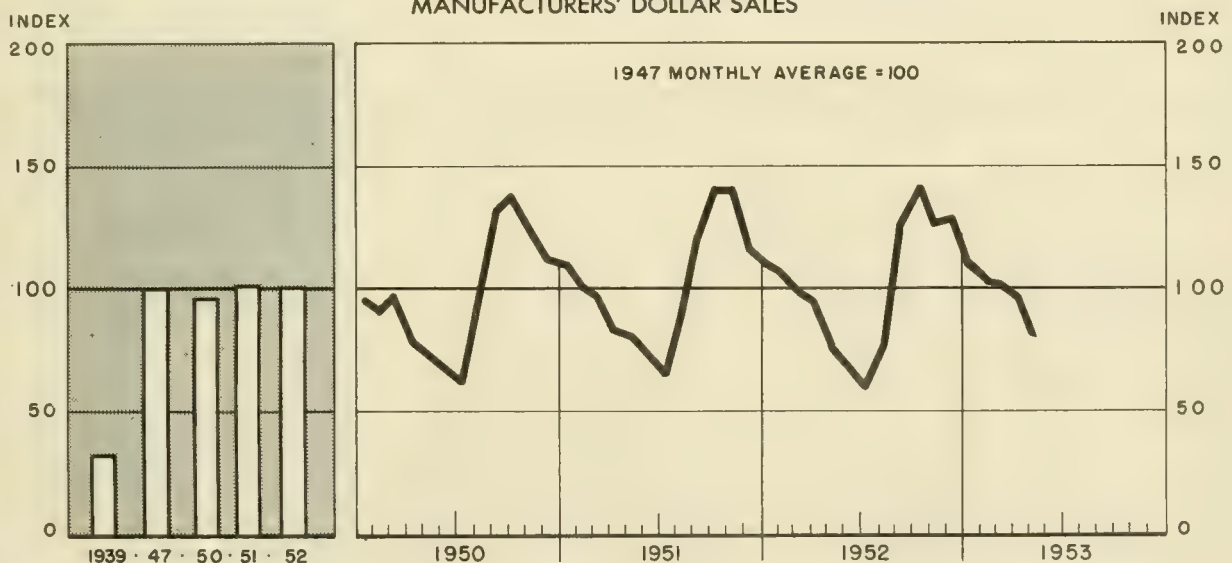
The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in May, 1953, at \$63,522 thousand, 18 percent below sales in April, but 5 percent higher than sales in May of last year. Sales of manufacturer-wholesalers and chocolate manufacturers were up 7 percent over May of last year. Manufacturer-retailers' sales were down 8 percent from last May. For the year-to-date, total sales of confectionery and competitive chocolate products were 2 percent above sales for the first five months of 1952.

Slight gains over the first five months of last year were registered in the sale of bar goods and package goods made to retail at more than \$0.50 per pound, as indicated by reports from a selected group of large establishments reporting poundage and dollar value of sales by type of confectionery product. Sales of bulk goods and package goods made to retail at less than \$0.50 per pound were down somewhat from the first five months of last year, while there was no change in the sale of five and ten cent specialties. In total, these establishments reported an increase over the first five months of 1952 of 3 percent in dollar value of sales, compared with a lesser increase of 1 percent in terms of poundage.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated	Estimated sales, current month and comparisons					Estimated sales year to date	
		May 1953 (Add 000)	April 1953 (Add 000)	May 1952 (Add 000)	Percent change		5 Months 1953 (Add 000)	Percent change from 5 months 1952
					May 1953 from April 1953	May 1953 from May 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$63,522	\$77,096	\$60,318	-18	+5	\$391,954	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	49,781	56,779	46,375	-12	+7	297,016	+1
Manufacturer-retailers ²	188	6,931	10,210	7,549	-32	-8	43,336	+12
Chocolate manufacturers.....	12	6,810	10,107	6,394	-33	+7	51,602	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	4,658	6,389	4,460	-27	+4	32,559	+1
Middle Atlantic.....	329	15,097	16,663	13,944	-9	+8	90,113	+4
New York and New Jersey.....	183	9,115	8,910	8,233	+2	+11	47,415	+3
Pennsylvania.....	146	5,982	7,753	5,711	-23	+5	42,698	+6
East North Central.....	222	19,894	21,731	17,684	-8	+12	112,862	+2
Illinois.....	100	17,509	18,999	15,136	-8	+16	97,494	+2
Ohio and Indiana.....	73	1,567	1,824	1,666	-14	-6	9,514	+3
Michigan and Wisconsin.....	49	818	908	862	-10	-7	5,854	+2
West North Central.....	74	2,295	2,444	2,531	-6	-9	12,844	-16
Minnesota, Kansas, South Dakota, and Nebraska....	33	775	851	708	-9	+9	4,534	-2
Iowa and Missouri.....	41	1,520	1,593	1,823	-5	-17	8,310	-23
South Atlantic.....	118	2,050	2,388	2,079	-14	-1	11,977	(³)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	958	1,046	984	-8	-3	5,481	-1
Georgia and Florida.....	44	1,092	1,342	1,095	-19	(³)	6,496	+1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	873	1,024	911	-15	-4	5,458	-3
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,013	1,813	1,062	-44	-5	9,110	-5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	414	502	391	-18	+6	2,468	+2
Pacific.....	137	3,487	3,825	3,313	-9	+5	19,625	-3
California.....	104	2,975	3,168	2,789	-6	+7	16,343	-4
Washington and Oregon.....	33	512	657	524	-22	-2	3,282	+1

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1953			May 1952			5 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	84,205	\$30,016	...	76,597	\$27,421	...	490,437	485,262	+1	\$188,365	\$182,840	+3
Package goods made to retail at:												
\$1.00 or more per pound	1,328	1,329	\$1.001	1,844	1,721	\$0.933	17,296	16,595	+4	18,190	16,903	+8
\$0.50 to \$0.99 per pound	6,182	2,868	0.464	4,741	2,127	0.449	38,570	33,394	+15	18,864	16,007	+18
Less than \$0.50 per pound.....	13,456	3,421	0.254	11,546	2,983	0.258	63,928	65,701	-3	16,506	17,398	-5
Bar goods.....	39,468	15,464	0.392	34,756	13,726	0.395	234,297	226,546	+3	94,990	91,760	+4
Bulk goods ²	13,661	3,443	0.252	14,282	3,574	0.250	86,478	92,918	-7	22,294	23,211	-4
5¢ and 10¢ specialties...	10,110	3,491	0.345	9,428	3,290	0.349	49,868	50,108	(³)	17,521	17,561	(³)

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: August 6, 1953

SERIES: M16C-6

CONFECTIONERY (Including chocolate products) JUNE 1953

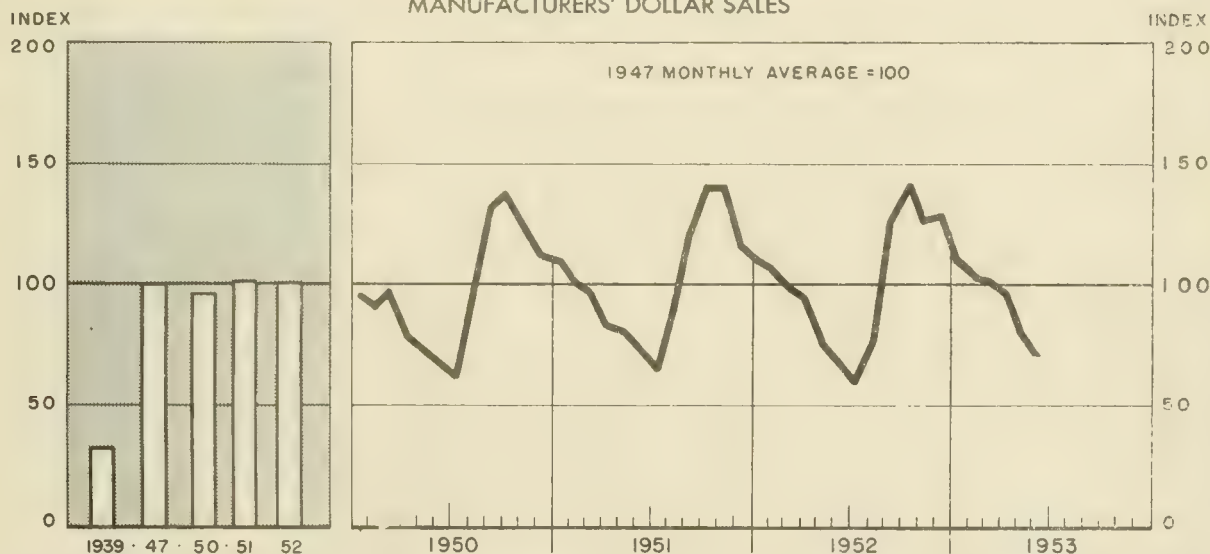
The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in June 1953, at \$56,04 thousand, 12 percent below sales the previous month, but 3 percent higher than sales in June 1952. Chocolate manufacturers' sales were down 9 percent from June of last year, while manufacturer-wholesalers' sales were up 5 percent from the level of last June. For the year to date, total sales of confectionery and competitive chocolate products were 2 percent higher than sales for the first half of last year.

Sales of bar goods and package goods made to retail at more than \$0.50 per pound continued slightly above the total for the first six months of last year, as indicated by reports from a selected group of large establishments reporting poundage and dollar value of sales by type of confectionery product. Sales of bulk goods and package goods made to retail at less than \$0.50 per pound were down somewhat from the first six months of last year, while there was no change in the sale of five and ten cent specialties. In total, these establishments reported an increase over the first six months of 1952 of 3 percent in terms of dollar value of sales, compared with a lesser increase of 1 percent in terms of poundage.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons						Estimated sales year to date	
		June 1953 (add 000)	May 1953 (add 000)	June 1952 (add 000)	Percent change		From May 1953	From June 1952	1953 to date
					June 1953	June 1953			
					From May 1953	From June 1952			1952 to date
BY KIND OF BUSINESS	1,365	\$56,041	\$63,522	\$54,645	-12	-			
Manufacturer-wholesalers.....	1,165	45,585	49,781	43,546	-8	+5	342,601		
Manufacturer-retailers ²	188	5,020	6,931	5,126	-28	-2	48,356		+5
Chocolate manufacturers.....	12	5,436	6,810	5,973	-20	-9	57,038		
BY DIVISION AND STATES									
New England.....	90	4,302	4,658	4,340	-3	-1	36,861		
Middle Atlantic.....	329	14,800	15,097	12,989	-2	+14	104,913		+5
New York and New Jersey.....	183	9,315	9,115	8,446	+2	+10	56,730		+2
Pennsylvania.....	146	5,485	5,982	4,543	-2	+20	48,183		-
East North Central.....	212	16,913	19,894	16,665	-15	+1	129,775		+1
Illinois.....	100	14,876	17,509	14,708	-15	+1	112,370		+1
Ohio and Indiana.....	73	1,383	1,567	1,214	-12	+14	10,897		+10
Michigan and Wisconsin.....	49	654	818	743	-20	-12	6,508		+1
West North Central.....	74	2,062	2,295	2,334	-10	-12	14,906		-15
Minnesota, Kansas, South Dakota, and Nebraska....	33	750	775	841	-3	-11	5,284		-9
Iowa and Missouri.....	41	1,312	1,520	1,493	-14	-12	9,622		-18
South Atlantic.....	118	2,104	2,050	1,735	+3	+21	14,081		+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,208	1,244	890	+26	+36	6,689		+4
Georgia and Florida.....	44	896	1,092	845	-18	+6	7,392		+2
East South Central.....	53	754	873	761	-14	-1	6,211		-3
Kentucky, Tennessee, Alabama, and Mississippi....									
West South Central.....	117	775	1,013	961	-24	-19	9,885		-
Arkansas, Louisiana, Oklahoma, and Texas.....									
Mountain.....	25	365	414	364	-12	(1)	2,833		+1
Arizona, Colorado, Idaho, New Mexico, and Utah...									
Pacific.....	137	3,510	3,487	3,397	+1	+3	23,135		-
California.....	104	2,389	2,975	2,889	(3)	+3	19,332		+5
Washington and Oregon.....	33	521	512	508	+2	+3	3,803		+1

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950. ²Includes retail manufacturers with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets. ⁴Less than 0.5 percent change.

Table 2.--TENDENCY AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	June 1953			June 1952			6 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)		Value (add 000)		Percent change 1953 from 1952	Percent change 1953 from 1952
							1953	1952	1953	1952		
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	72,977	\$25,611	...	74,468	\$25,911	...	563,414	558,783	+1	\$213,976	\$208,688	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	1,126	1,161	\$1.031	1,059	985	\$0.930	18,422	16,901	+9	19,351	17,449	+11
\$0.50 to \$0.99 per pound	4,635	2,084	0.450	4,616	2,153	0.466	43,205	38,769	+11	20,948	18,536	+13
Less than \$0.50 per pound	11,938	2,952	0.247	11,538	2,906	0.252	75,866	77,327	-2	19,458	20,328	-4
Bar goods.....	33,173	12,868	0.388	33,928	13,285	0.392	267,470	259,658	+3	107,858	104,772	+3
Bulk goods.....	12,125	3,022	0.249	13,246	3,126	0.236	98,603	106,525	-7	25,316	26,528	-5
5¢ and 10¢ specialties...	9,980	3,524	0.353	10,081	3,456	0.343	59,848	59,603	(1)	21,045	21,182	(3)

¹Includes packaged goods. ²Includes bulk goods. ³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: August 11, 1953

SERIES: M16C-73

CONFECTIONERY
(Including chocolate products)
JULY 1953

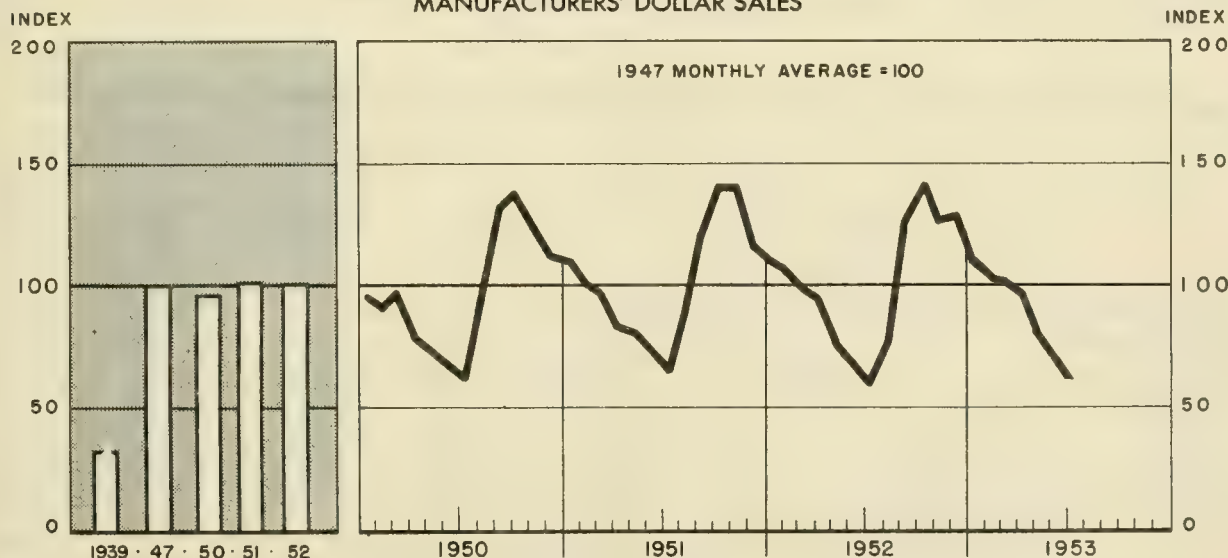
The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in July 1953, at \$48,895 thousand, 13 percent below sales the previous month, but 3 percent higher than sales in July of 1952. Chocolate manufacturers' sales were down 4 percent from July of last year, while manufacturer-wholesalers' sales were up 4 percent from the level of last July. For the year-to-date, total sales of confectionery and competitive chocolate products were 2 percent higher than sales for the first 7 months of last year. (See reverse for detailed statistics.)

Dollar value of sales of bar goods and package goods made to retail at more than \$0.50 per pound continued at 5 percent above the total for the first 7 months of last year, as indicated by reports from a selected group of large establishments reporting poundage and dollar value of sales by type of confectionery product. Dollar sales of bulk goods and package goods made to retail at less than \$0.50 per pound were 4 percent less than the first 7 months of last year, while there was practically no change in the sale of 5 and 10 cent specialties. In total, these establishments reported an increase over the first 7 months of 1952 of 3 percent in terms of dollar value of sales, compared with a lesser increase of 1 percent in terms of poundage.

These data are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for approximately 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



Prepared by Bureau of the Census, Industry Division, Foods Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		July 1953 (add 000)	June 1953 (add 000)	July 1952 (add 000)	Percent change		7 months 1953 (add 000)	Percent change from 7 months 1952
					July 1953 from June 1953	July 1953 from July 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$48,895	\$56,041	\$47,431	-13	+3	\$496,890	-2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	38,997	45,585	37,475	-14	+1	381,598	-2
Manufacturer-retailers ²	188	4,914	5,020	4,840	-2	+2	53,270	+5
Chocolate manufacturers.....	12	4,984	5,436	5,166	-8	-4	62,022	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	3,137	4,302	2,790	-27	+12	39,998	+1
Middle Atlantic.....	329	12,526	14,800	11,928	-15	+5	117,439	+5
New York and New Jersey.....	183	8,452	9,315	8,019	-9	+5	65,182	+3
Pennsylvania.....	146	4,074	5,485	3,909	-26	+4	52,257	+7
East North Central.....	222	15,258	16,913	14,503	-11	+5	145,033	+2
Illinois.....	100	13,589	14,876	12,917	-9	+5	125,959	+1
Ohio and Indiana.....	73	1,088	1,383	1,003	-21	+2	11,985	+10
Michigan and Wisconsin.....	49	581	654	583	-11	+3	7,089	+1
West North Central.....	74	1,771	2,062	1,716	-14	+3	16,677	-13
Minnesota, Kansas, South Dakota, and Nebraska....	33	563	750	564	-25	+3	5,847	-9
Iowa and Missouri.....	41	1,208	1,312	1,152	-8	+5	10,830	-16
South Atlantic.....	118	1,922	2,104	1,687	-9	+14	16,003	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,077	1,208	868	-11	+24	7,766	+6
Georgia and Florida.....	44	845	896	819	-6	+3	8,237	+2
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	844	754	783	+12	+8	7,056	-2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	758	775	796	-2	-5	10,643	-5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	238	365	301	-35	-21	3,071	-1
Pacific.....	137	2,543	3,510	2,971	-28	-14	25,678	+2
California.....	104	2,091	2,989	2,573	-30	-19	21,423	+2
Washington and Oregon.....	33	452	521	398	-13	+14	4,255	+2

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product	July 1953			July 1952			First 7 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	66,486	\$23,370	...	64,758	\$22,586	...	629,900	623,541	+1	\$237,346	\$231,274	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	867	872	\$0.101	887	854	\$0.963	19,289	17,788	+8	20,223	18,303	+10
\$0.50 to \$0.99 per pound	*4,518	*2,124	0.470	4,295	1,918	0.447	47,723	43,064	+11	23,072	20,454	+13
Less than \$0.50 per pound.....	10,370	2,606	0.252	10,506	2,631	0.250	86,236	87,833	-2	22,064	22,959	-4
Bar goods.....	31,351	12,085	0.385	28,928	11,286	0.390	298,821	288,586	+4	119,943	116,058	+3
Bulk goods ²	*11,080	*2,706	0.244	11,244	2,788	0.248	109,683	117,769	-7	28,022	29,316	-1
5¢ and 10¢ specialties....	8,300	2,977	0.359	8,898	3,109	0.349	68,148	68,501	-1	24,022	24,184	-1

*Revised after publication of the July press release.

²A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

³Includes penny goods.

FACTS FOR INDUSTRY

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FOR RELEASE: October 6, 1953

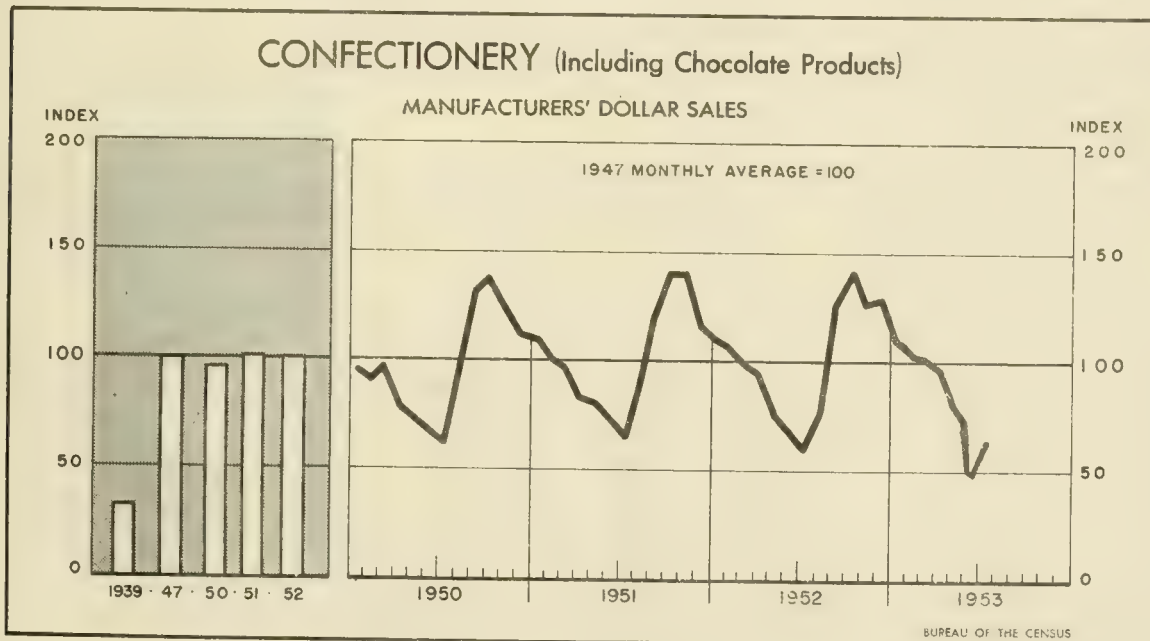
SERIES: M16C-83

CONFECTIONERY (Including chocolate products) AUGUST 1953

The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in August 1953, at \$63,779 thousand, 30 percent above sales the previous month, and 4 percent higher than sales in August of 1952. Chocolate manufacturers' sales were up 5 percent from August of last year, while manufacturer-wholesalers' sales were up 6 percent from the level of last August. For the year-to-date, total sales of confectionery and competitive chocolate products were 2 percent higher than sales for the first 8 months of last year. (See reverse for detailed statistics.)

Dollar sales of package goods made to retail at more than \$0.50 per pound were 12 percent above the total for the first 8 months of last year, as indicated by reports from a selected group of large establishments reporting by type of confectionery product. Dollar sales of bulk goods and package goods made to retail at less than \$0.50 per pound were 4 percent less than the first 8 months of last year. In total, these establishments reported an increase over the first 8 months of 1952 of 3 percent in terms of dollar value of sales, compared with a lesser increase of 1 percent in terms of poundage.

The data in table 1 are estimated totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. The figures in table 2 are based on reports from a selected group of large manufacturers reporting pounds and dollars by type of confectionery, accounting for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. These figures represent reported sales of the specific types of confectionery shown, not estimated total sales.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		August 1953 (add 000)	July 1953 (add 000)	August 1952 (add 000)	Percent change		8 months 1953 (add 000)	Percent change from 8 months 1952
					August 1953 from July 1953	August 1953 from August 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$63,779	\$48,895	\$61,370	+30	+4	\$560,669	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	49,121	38,997	46,545	+26	+6	430,719	+2
Manufacturer-retailers ²	188	5,627	4,914	6,238	+15	-10	58,897	+3
Chocolate manufacturers.....	12	9,031	4,984	8,587	+81	+5	71,053	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	96	5,032	3,137	4,585	+60	+10	45,030	+2
Middle Atlantic.....	324	14,870	12,526	13,517	+19	+10	132,309	+5
New York and New Jersey.....	183	9,720	8,452	8,743	+15	+11	74,902	+4
Pennsylvania.....	146	5,150	4,074	4,774	+26	+8	57,407	+8
East North Central.....	222	19,260	15,258	18,628	+26	+3	164,293	+2
Illinois.....	100	17,361	13,589	16,761	+28	+4	143,320	+1
Ohio and Indiana.....	73	1,307	1,088	1,238	+20	+6	13,292	+10
Michigan and Wisconsin.....	49	592	581	629	+2	-6	7,681	(3)
West North Central.....	74	2,215	1,771	2,500	+25	-11	18,892	-13
Minnesota, Kansas, South Dakota, and Nebraska....	33	660	563	685	+17	-4	6,507	-8
Iowa and Missouri.....	41	1,555	1,208	1,815	+29	-14	12,385	-16
South Atlantic.....	118	2,334	1,922	1,965	+21	+19	18,337	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,231	1,077	981	+14	+25	8,997	+8
Georgia and Florida.....	44	1,103	845	984	+31	+12	9,340	+3
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	918	844	817	+9	+12	7,974	(3)
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,023	758	935	+35	+9	11,666	-4
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	214	238	383	-10	-44	3,285	-6
Pacific.....	137	3,255	2,543	3,215	+28	+1	28,933	+2
California.....	104	2,702	2,091	2,717	+29	-1	24,125	+1
Washington and Oregon.....	33	553	452	498	+22	+11	4,808	+5

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	August 1953			August 1952			First 8 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	87,451	\$31,375	...	85,492	\$30,167	...	717,351	709,033	+1	\$268,721	\$261,441	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	1,453	1,365	\$0.939	1,194	1,011	\$0.847	20,742	18,982	+9	21,588	19,314	+12
\$0.50 to \$0.99 per pound	5,473	2,692	0.492	4,964	2,411	0.486	53,196	48,028	+11	25,764	22,865	+13
Less than \$0.50 per pound.....	12,720	3,215	0.253	11,869	2,984	0.251	98,956	99,702	-1	25,279	25,943	-3
Bar goods.....	42,482	16,779	0.395	39,642	15,929	0.402	341,303	328,228	+4	136,722	131,987	+4
Bulk goods.....	16,138	4,011	0.249	17,393	4,254	0.245	125,821	135,162	-7	32,033	33,570	-5
5¢ and 10¢ specialties...	9,185	3,313	0.361	10,430	3,578	0.343	77,333	78,931	-2	27,335	27,762	-2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 9, 1953

SERIES: M16C-93

CONFECTIONERY (Including chocolate products) SEPTEMBER 1953

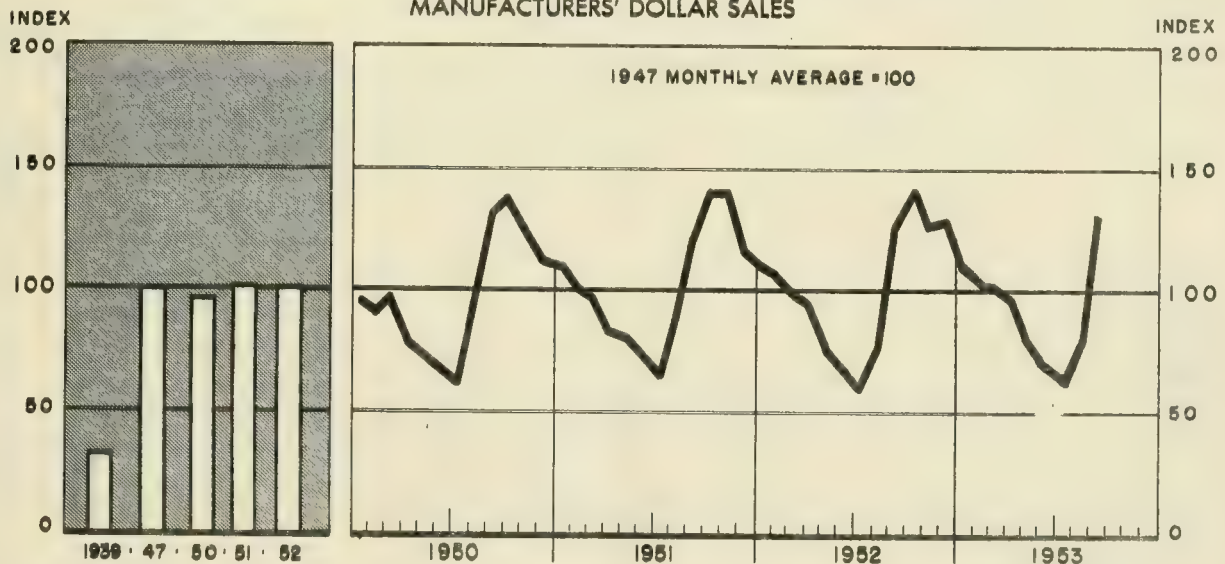
The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in September 1953, at \$104,376 thousand, 63 percent above sales the previous month, and 4 percent higher than sales in September of 1952. Chocolate manufacturers' sales were down 5 percent from September of last year, while manufacturer-wholesalers' sales were up 8 percent. For the year-to-date, total sales of confectionery and competitive chocolate products were 2 percent higher than sales for the first 9 months of last year. (See reverse for detailed statistics.)

Dollar sales of package goods made to retail at more than \$0.50 per pound were 13 percent above the total for the first 9 months of last year, as indicated by reports from a selected group of large establishments reporting by type of confectionery product. Other confectionery lines showed little change compared with last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

(Index Number for September 131.1)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		September 1953 (Add 000)	August *1953 (Add 000)	September 1952 (Add 000)	Percent change		9 months *1953 (Add 000)	Percent change from 9 months 1952
					September 1953 from August 1953	September 1953 from September 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$104,376	*\$63,932	\$100,000	+63	+4	*\$665,198	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	80,626	*49,274	74,886	+64	+8	*511,498	+3
Manufacturer-retailers ²	188	6,548	5,627	7,043	+16	-7	65,445	+2
Chocolate manufacturers.....	12	17,202	9,031	18,071	+90	-5	88,255	(³)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	9,562	5,032	9,382	+90	+2	54,592	+2
Middle Atlantic.....	329	25,049	14,870	20,495	+68	+22	157,358	+8
New York and New Jersey.....	183	14,567	9,720	12,254	+50	+19	89,469	+6
Pennsylvania.....	146	10,482	5,150	8,241	+104	+27	67,889	+10
East North Central.....	222	30,971	19,260	30,564	+61	+1	195,264	+2
Illinois.....	100	26,932	17,361	27,051	+55	(³)	170,252	+1
Ohio and Indiana.....	73	2,827	1,307	2,320	+116	+22	16,119	+12
Michigan and Wisconsin.....	49	1,212	592	1,193	+105	+2	8,893	(³)
West North Central.....	74	3,764	2,215	3,583	+70	+5	22,656	-11
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,219	660	1,137	+85	+7	7,726	-6
Iowa and Missouri.....	41	2,545	1,555	2,446	+64	+4	14,930	-13
South Atlantic.....	118	2,988	2,334	2,532	+28	+18	21,325	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,485	1,231	1,171	+21	+27	10,482	+11
Georgia and Florida.....	44	1,503	1,103	1,361	+36	+10	10,843	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	1,384	918	1,512	+51	-8	9,358	-2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,791	1,023	1,799	+75	(³)	13,457	-3
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	626	*367	673	+71	-7	*4,064	-2
Pacific.....	137	4,491	3,255	4,346	+38	+3	33,424	+2
California.....	104	3,677	2,702	3,570	+36	+3	27,802	+2
Washington and Oregon.....	33	814	553	776	+47	+5	5,622	+5

*Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1953			September 1952			First 9 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	134,002	\$53,007	...	135,538	\$52,176	...	851,353	844,571	+1	\$321,728	\$313,617	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	4,883	4,770	\$0.977	3,427	3,078	\$0.898	25,625	22,409	+14	26,358	22,392	+18
\$0.50 to \$0.99 per pound	14,498	7,151	0.493	13,899	6,752	0.486	67,694	61,927	+9	32,915	29,617	+11
Less than \$0.50 per pound.....	18,643	5,208	0.279	18,372	5,000	0.272	117,599	118,074	(²)	30,487	30,943	-1
Bar goods.....	60,672	24,904	0.410	61,143	25,632	0.419	401,975	389,371	+3	161,626	157,619	+3
Bulk goods.....	25,580	7,399	0.289	27,023	7,724	0.286	151,401	162,185	-7	39,432	41,294	-5
5¢ and 10¢ specialties...	9,726	3,575	0.368	11,674	3,990	0.342	87,039	90,605	-4	30,910	31,752	-3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. This table shows the actual sales reported by the selected companies, not estimated total sales.

²Less than 0.5 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: December 8, 1953

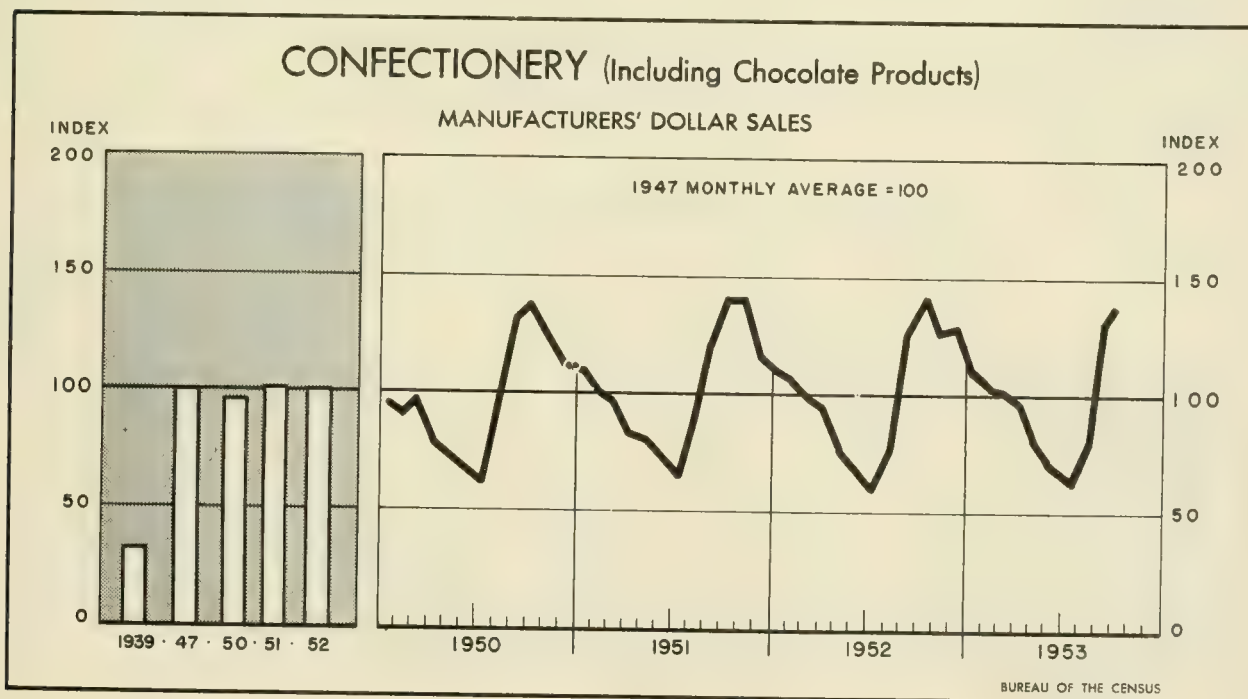
SERIES: M16C-103

CONFECTIONERY (Including Chocolate Products) OCTOBER 1953

The Bureau of the Census, Department of Commerce, estimates the dollar value of manufacturers' sales of confectionery and competitive chocolate products in October 1953, at \$110,496 thousand, 6 percent above sales the previous month, but 3 percent less than sales in October of 1952. The sales of all types of manufacturers were down from October of last year. However, for the year-to-date, total sales of confectionery and competitive chocolate products were 2 percent higher than sales for the first 10 months of last year. (See reverse for detailed statistics.)

Dollar sales of package goods made to retail at more than \$0.50 per pound were 9 percent above the total for the first 10 months of last year, as indicated by reports from a selected group of large establishments reporting by type of confectionery product. Sales of bar goods were up 2 percent from last year, but bulk goods and 5¢ and 10¢ specialties sales declined.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for October 139)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		October 1953 (add 000)	September 1953* (add 000)	October 1952 (add 000)	Percent change		10 months 1953* (add 000)	Percent change from 10 months 1952
					October 1953 from September 1953	October 1953 from October 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$110,496	*\$104,262	\$113,845	+6	-3	*\$775,580	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	88,395	*80,628	89,131	+10	-1	*599,895	+2
Manufacturer-retailers ²	188	7,787	*6,432	8,758	+21	-11	*73,116	3
Chocolate manufacturers.....	12	14,314	17,202	15,956	-17	-10	102,569	-2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	10,275	9,562	9,807	+7	+5	64,867	+2
Middle Atlantic.....	329	23,015	*25,055	25,020	-8	-8	*180,379	+5
New York and New Jersey.....	183	13,286	14,567	13,311	-9	(³)	102,755	+5
Pennsylvania.....	146	9,729	*10,488	11,709	-7	-17	*77,624	+6
East North Central.....	222	34,390	*30,967	34,322	+11	(³)	*229,650	+2
Illinois.....	100	28,456	*26,928	28,722	+6	-1	*198,704	+1
Ohio and Indiana.....	73	3,996	2,827	3,637	+41	+10	20,115	+11
Michigan and Wisconsin.....	49	1,938	1,212	1,963	+60	-1	10,831	3
West North Central.....	74	5,921	3,764	5,772	+57	+3	28,577	-8
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,436	1,219	1,734	+18	-17	9,162	-8
Iowa and Missouri.....	41	4,485	2,545	4,038	+76	+11	19,415	-8
South Atlantic.....	118	3,293	2,988	3,056	+10	+8	24,618	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,833	1,485	1,661	+23	+10	12,315	+11
Georgia and Florida.....	44	1,460	1,503	1,395	-3	+5	12,303	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	2,403	1,384	2,572	+74	-7	11,761	-3
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,590	1,791	2,800	+45	-8	16,047	-4
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	844	626	768	+35	+10	4,008	(³)
Pacific.....	137	5,664	4,491	5,005	+26	+13	39,088	+4
California.....	104	4,601	3,677	4,092	+25	+12	32,403	+3
Washington and Oregon.....	33	1,063	814	913	+31	+16	6,685	+6

*Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	October 1953			October 1952			First 10 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	133,553	\$51,203	...	139,364	\$53,936	...	984,906	983,935	(³)	\$372,931	\$367,553	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	4,393	3,794	\$0.864	5,320	4,842	\$0.910	30,018	27,729	+8	30,152	27,234	-11
\$0.50 to \$0.99 per pound	16,256	7,576	0.466	16,949	8,016	0.473	83,950	78,876	+6	40,491	37,633	+8
Less than \$0.50 per pound.....	22,349	6,500	0.291	21,755	6,050	0.278	139,948	139,829	(³)	36,987	36,993	(³)
Bar goods.....	54,501	22,231	0.408	54,563	22,947	0.421	456,476	443,934	+3	183,857	180,566	+2
Bulk goods.....	26,043	7,322	0.281	29,073	7,870	0.271	177,444	191,258	-7	46,754	49,164	-5
5¢ and 10¢ specialties...	10,011	3,780	0.378	11,704	4,211	0.360	97,070	102,309	-5	34,690	35,963	-4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. This table shows the actual sales reported by the selected companies, not estimated total sales.

²Includes penny goods.

³Less than 0.5 percent change.

FACTS FOR INDUSTRY

MASS. INST. TECH.

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CONFECTIONERY (Including Chocolate Products)

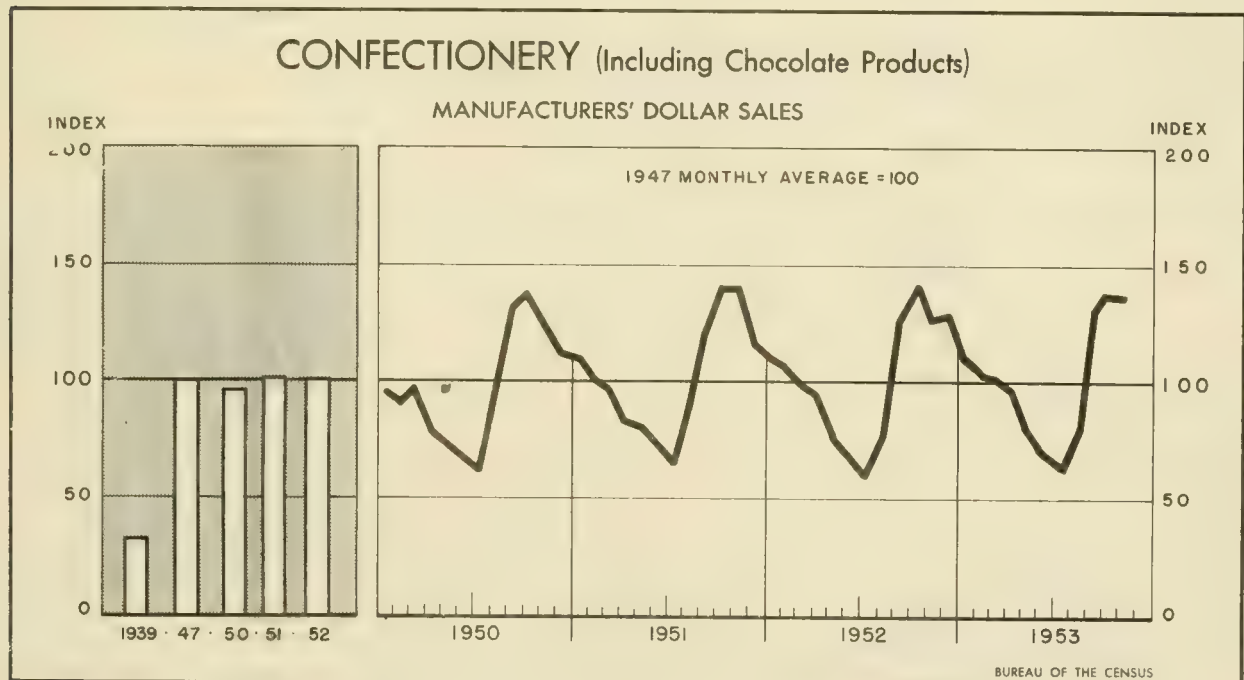
NOVEMBER 1953

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$109,988,000 in November 1953. This was only slightly below the October figure and 8 percent above last year's November total. The largest gain over last year was recorded by manufacturer-wholesalers, whose sales were estimated at \$87,557,000 for the month. Sales of manufacturer-retailers dipped 5 percent below the level of November 1952.

November sales of higher priced package goods continued at a high level, bringing sales for the first 11 months of 1953 to 22 percent above last year.

Other lines either declined or rose to a much lesser extent, as indicated by reports from a selected group of large establishments shown in Table 2 of this release.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for November 138)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		November 1953 (Add 000)	October 1953 (Add 000)	November 1952 (Add 000)	Percent change		11 Months 1953 (Add 000)	Percent change from 11 Months 1952
					November 1953 from October 1953	November 1953 from November 1952		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$109,988	\$110,496	\$101,501	(³)	+8	\$885,568	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	87,557	88,395	78,714	-1	+11	687,452	+3
Manufacturer-retailers ²	188	9,247	7,787	9,701	+19	-5	82,363	(³)
Chocolate manufacturers.....	12	13,184	14,314	13,086	-8	+1	115,753	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	10,294	10,275	9,651	(³)	+7	75,161	+3
Middle Atlantic.....	329	26,136	23,015	21,242	+14	+23	206,515	+7
New York and New Jersey.....	183	12,993	13,286	12,088	-2	+7	115,748	+5
Pennsylvania.....	146	13,143	9,729	9,154	+35	+44	90,767	+10
East North Central.....	222	29,324	34,390	28,414	-15	+3	258,974	+2
Illinois.....	100	23,648	28,456	23,326	-17	+1	222,352	+1
Ohio and Indiana.....	73	3,592	3,996	3,138	-10	+14	23,707	+12
Michigan and Wisconsin.....	49	2,084	1,938	1,950	+8	+7	12,915	+1
West North Central.....	74	5,242	5,921	4,285	-11	+22	33,819	-4
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,423	1,436	1,302	-1	+9	10,585	-6
Iowa and Missouri.....	41	3,819	4,485	2,983	-15	+28	23,234	-4
South Atlantic.....	118	4,444	3,293	3,903	+35	+14	29,062	+8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,939	1,833	1,608	+6	+21	14,254	+12
Georgia and Florida.....	44	2,505	1,460	2,295	+72	+9	14,808	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	2,273	2,403	2,043	-5	+11	14,034	-1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	3,521	2,590	3,241	+36	+9	19,568	-2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	875	844	839	-4	+4	5,783	(³)
Pacific.....	137	5,448	5,664	5,096	-4	+7	44,536	+4
California.....	104	4,201	4,601	3,952	-9	+6	36,604	+3
Washington and Oregon.....	33	1,247	1,063	1,144	+17	+9	7,932	+7

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product	November 1953			November 1952			First 11 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1953	1952	Percent change 1953 from 1952	1953	1952	Percent change 1953 from 1952
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	121,133	\$50,998	...	115,308	\$45,687	...	1,106,039	1,099,243	+1	\$423,929	\$413,240	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	9,666	9,789	\$1.013	6,323	5,590	\$0.884	39,684	34,052	+17	39,941	32,824	+22
\$0.50 to \$0.99 per pound	16,284	7,708	0.473	15,608	7,336	0.470	100,234	94,941	+6	48,199	44,949	+7
Less than \$0.50 per pound.....	19,131	5,304	0.277	13,896	5,191	0.275	159,079	158,725	(³)	42,291	42,184	(³)
Bar goods.....	47,241	19,412	0.411	43,466	18,450	0.424	503,717	487,400	+3	203,269	199,016	+2
Bulk goods.....	20,362	5,622	0.276	22,237	6,058	0.272	197,826	213,495	-7	52,376	55,222	-5
5¢ and 10¢ specialties...	8,429	3,163	0.375	8,778	3,062	0.349	105,499	111,087	-5	37,853	39,025	-3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers. This table shows the actual sales reported by the selected companies, not estimated total sales.

²Includes penny goods.

³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: March 11, 1954

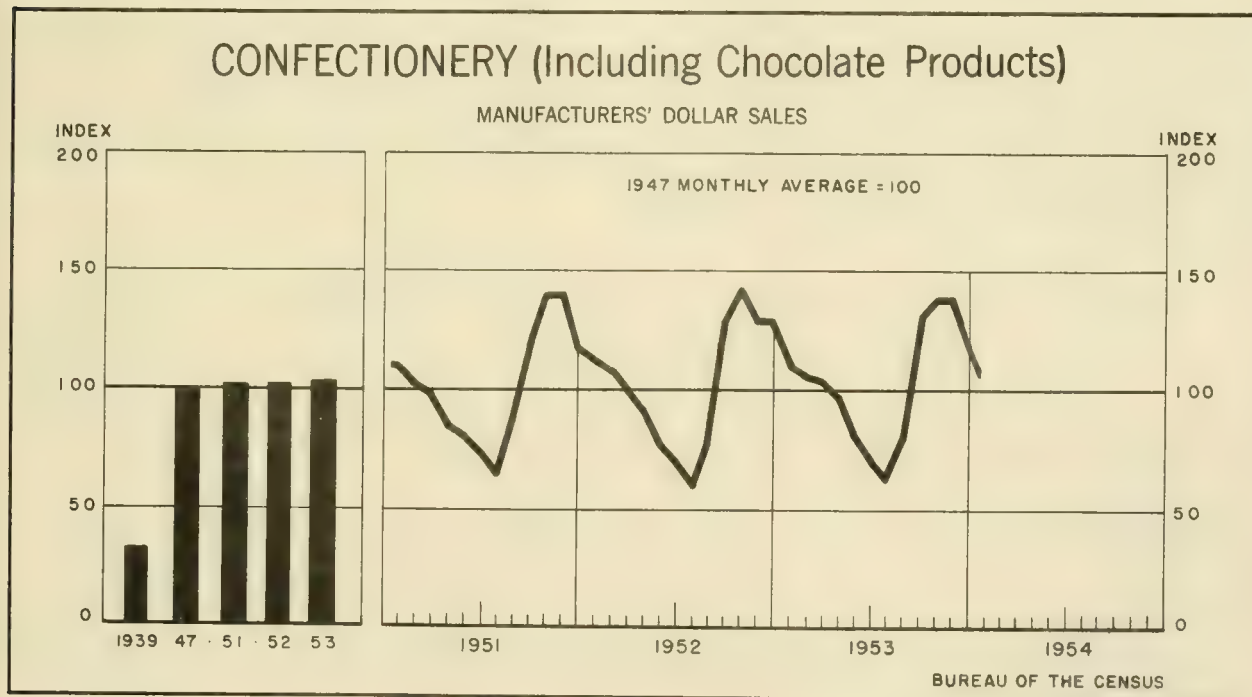
SERIES: M16C-14

CONFECTIONERY (Including Chocolate Products) JANUARY 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$85,262,000 in January 1954. This was 8 percent under the December 1953 figure and 2 percent below last year's January total. Sales of manufacturer-wholesalers were estimated at \$67,417,000 for the month, an increase of 8 percent over December 1953. Manufacturer-retailers' estimated sales declined 71 percent and 10 percent from the levels of December 1953 and January 1953, respectively.

January sales of packaged goods made to sell at \$1.00 or more per pound increased 5 percent over a year ago, as indicated by reports from a selected group of large establishments reporting by type of confectionery product. Sales of bulk goods and 5 cent and 10 cent specialties declined from the January 1953 level.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.—NUMBER OF MANUFACTURING ESTABLISHMENTS IN THE CONFECTIONERY AND CHOCOLATE INDUSTRY, BY TYPE OF CONFECTIONERY¹

Type of product	Establishments for which reported	January 1954			Percent change January 1954 from January 1953	
		(add 000)	(add 000)	(add 000)	Pounds	Value
Confectionery and competitive chocolate products	1,365	\$85,262	\$82,911	\$87,222	+8	+2
BY KIND OF PRODUCT						
Manufacturer-wholesalers	1,165		\$62,372	67,608	+8	+2
Manufacturer-retailers ²	188	5,800		6,917	-71	-16
Chocolate manufacturers		12,045	10,618	12,535	+13	+4
TOTAL ESTIMATED VALUE OF MANUFACTURED CHOCOLATE BY DIVISION AND STATE						
New England		8,196	8,566	8,102	-	+1
Middle Atlantic	329	2,316	16,218	20,612	+25	-2
New York and New Jersey			8,652	9,389	+13	-1
Pennsylvania			7,566	10,723	+38	-3
East North Central	100	20,624	22,621	24,856	+9	-1
Illinois		20,624	18,199	20,927	+13	-1
Ohio and Indiana		2,316	2,354	2,354	-12	-2
Michigan and Wisconsin		1,634	1,800	1,575	-9	+4
West North Central	32	3,544	3,544	2,817	-1	+26
Minnesota, Arkansas, South Dakota, and Nebraska		1,105	1,105	1,065	-8	+4
Iowa and Missouri		2,439	2,439	1,752	+3	+39
South Atlantic		2,750	2,750	2,697	-1	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina		1,110	1,440	1,141	+13	+3
Georgia and Florida		1,551	1,310	1,556	+18	+2
East South Central		1,214	1,322	1,192	-8	+2
Kentucky, Tennessee, Alabama, and Mississippi						
West South Central				2,533	-27	+3
Arkansas, Louisiana, Oklahoma, and Texas						
Mountain				603	-25	-15
Arizona, Colorado, Idaho, New Mexico, and Utah						
Pacific		3,801	\$4,587	4,196	-17	-9
California				3,460	-12	-12
Washington and Other States		756	\$1,119	736	-32	+3

*Revised.

¹Total number for which sales are reported in the January 1954 report of the confectionery and competitive chocolate products in 1950, except retail confectioners with a single location in a State or territory and those who have (a) prior to the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

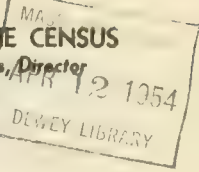
³Retailers with 2 or more outlets. Wholesale manufacturers of chocolate products and those who do not include nonmanufacturing outlets.

Table 2.—PACKAGED AND OTHER GOODS MADE TO RETAIL AT \$1.00 OR MORE PER POUND, BY TYPE OF CONFECTIONERY¹

Type of product	January 1954			January 1953			Percent change January 1954 from January 1953	
	Pounds (000)	Value (add 000)	Average value	Pounds (000)	Value (add 000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS	105,395	\$44,240	0.419	104,103	\$44,240	0.424	-3	-3
Packaged goods made to retail at:								
\$1.00 or more per pound	5,288	6,486	\$1.227	5,141	6,167	\$1.200	+3	+5
\$0.50 to \$0.99 per pound	9,506	4,722	0.497	10,337	5,253	0.508	-8	-10
Less than \$0.50 per pound	13,587	3,396	0.249	12,200	3,159	0.259	+11	+8
Bar goods	50,044	20,231	0.404	49,403	20,466	0.414	+1	-1
Bulk goods ²	18,185	4,971	0.273	21,467	5,541	0.258	-15	-10
5¢ and 10¢ specialties	8,785	3,241	0.369	10,470	3,660	0.350	-16	-10

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales each month by type of product. Companies reporting such detail account for approximately 90 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.



FACTS FOR INDUSTRY

FOR RELEASE: April 7, 1954

SERIES: M16C-24

CONFECTIONERY (Including Chocolate Products) FEBRUARY 1954

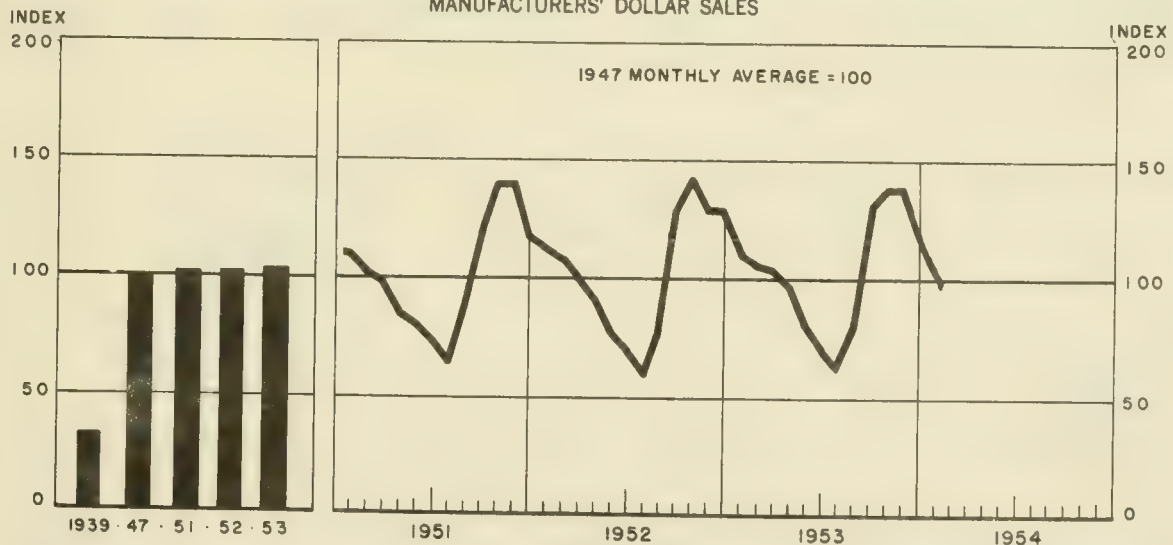
The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$78,876,000 in February 1954. This was 8 percent under January 1954 and 5 percent below last year's February total. Sales of manufacturer-wholesalers at \$59,255,000 were 12 percent below January 1954 and 3 percent under the level of February 1953. Manufacturer-retailers' estimated sales in February increased 44 percent over January 1954 but declined 21 percent from February 1953.

For the first two months of 1954, sales of packaged goods made to sell at 50¢ or more a pound were slightly below last year's level. Sales of bulk goods and 5¢ and 10¢ specialties also declined.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

Index Number for February: 99

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents, \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		February 1954 (add 000)	January 1954 (add 000)	February 1953 (add 000)	Percent change		2 months 1954 (add 000)	Percent change from 2 months 1953
					February 1954 from January 1954	February 1954 from February 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$78,876	\$85,262	\$83,063	-8	-5	\$164,138	-4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	59,255	67,417	61,283	-12	-3	126,672	-2
Manufacturer-retailers ²	188	8,342	5,800	10,583	+44	-21	14,142	-19
Chocolate manufacturers.....	12	11,279	12,045	11,197	-6	+1	23,324	-2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	6,716	8,196	6,524	-18	+3	14,912	+2
Middle Atlantic.....	329	17,873	20,241	18,969	-12	-6	38,114	-4
New York and New Jersey.....	183	9,778	9,803	10,097	(³)	-3	19,581	-2
Pennsylvania.....	146	8,095	10,438	8,872	-22	-9	18,533	-6
East North Central.....	222	23,547	24,574	23,476	-4	(³)	48,121	-1
Illinois.....	100	20,188	20,624	20,161	-2	(³)	40,812	-1
Ohio and Indiana.....	73	2,025	2,316	1,879	-13	+8	4,341	+3
Michigan and Wisconsin.....	49	1,334	1,634	1,436	-18	-7	2,968	-2
West North Central.....	74	1,702	3,544	2,797	-52	-39	5,246	-7
Minnesota, Kansas, South Dakota, and Nebraska....	33	946	1,105	961	-14	-2	2,051	+1
Iowa and Missouri.....	41	756	2,439	1,836	-69	-59	3,195	-11
South Atlantic.....	118	2,331	2,729	2,229	-15	+5	5,060	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,171	1,178	1,084	-1	+8	2,349	+6
Georgia and Florida.....	44	1,160	1,551	1,145	-25	+1	2,711	(³)
East South Central Kentucky, Tennessee, Alabama, and Mississippi....	53	1,257	1,214	1,174	+4	+7	2,471	+4
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,492	2,603	1,711	-43	-13	4,095	-4
Mountain Arizona, Colorado, Idaho, New Mexico, and Utah....	25	404	515	465	-22	-13	919	-14
Pacific.....	137	3,933	3,801	3,938	+3	(³)	7,734	-5
California.....	104	3,162	3,045	3,283	+4	-4	6,207	-8
Washington and Oregon.....	33	771	756	655	+2	+18	1,527	+10

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

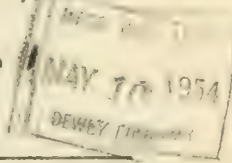
Type of product	February 1954			February 1953			First 2 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	99,436	\$37,775	...	99,304	\$37,958	...	204,831	208,382	-2	\$80,822	\$82,204	-2
Packaged goods made to retail at:												
\$1.00 or more per pound	2,107	2,158	\$1.024	2,798	2,821	\$1.008	7,395	7,939	-7	8,644	8,988	-4
\$0.50 to \$0.99 per pound	9,167	4,836	0.528	9,030	4,402	0.487	18,673	19,367	-4	9,558	9,655	-1
Less than \$0.50 per pound.....	15,303	3,841	0.251	13,079	3,392	0.259	28,890	25,273	+14	7,237	6,551	+10
Bar goods.....	46,369	19,046	0.411	46,529	19,124	0.411	96,413	95,992	(²)	39,277	39,590	-1
Bulk goods ³	17,415	4,526	0.260	18,462	4,811	0.261	35,600	38,929	-11	9,497	10,352	-8
5¢ and 10¢ specialties....	9,075	3,368	0.371	9,406	3,408	0.362	17,860	19,876	-10	6,609	7,068	-7

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY



FOR RELEASE: May 6, 1954

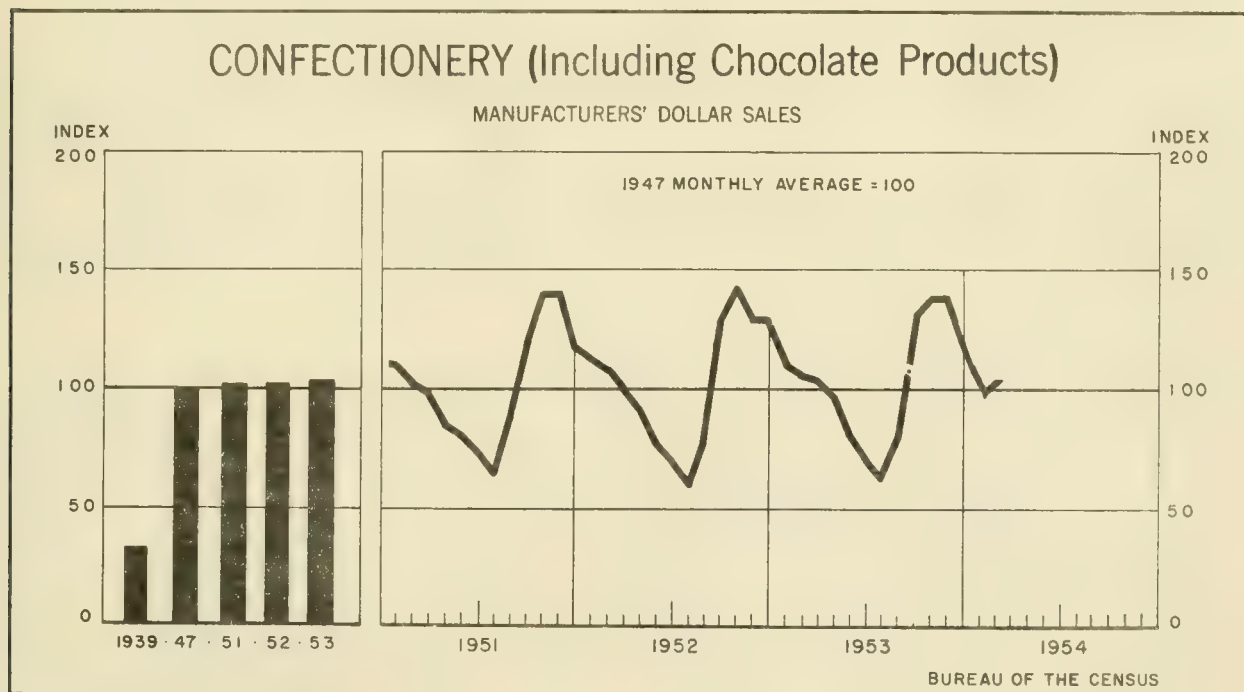
SERIES: M16C-34

CONFECTIONERY (Including Chocolate Products) MARCH 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$83,931,000 in March 1954. This was 5 percent above February 1954 and 3 percent above last year's March total. Sales of manufacturer-wholesalers at \$66,669,000 were 11 percent above February 1954 and 8 percent above the level of March 1953. Manufacturer-retailers' estimated sales in March declined 25 percent and 28 percent, respectively, from February 1954 and March 1953.

For the first three months of 1954, sales of packaged goods made to sell at \$0.50 or more per pound were slightly above last year's level. Sales of bulk goods and 5 cent and 10 cent specialties declined 7 percent and 6 percent, respectively.

NOTE-The data in the release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.



Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census
Price 10 cents - Annual subscription rate \$1.00

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		March 1954 (add 000)	February 1954* (add 000)	March 1953 (add 000)	Percent change		3 months *1954 (add 000)	Percent change from 3 months 1953
					March 1954 from February 1954	March 1954 from March 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$83,931	*\$79,619	\$81,213	+5	+3	*\$248,812	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	66,669	*59,998	61,565	+11	+8	*194,084	+2
Manufacturer-retailers ²	183	6,280	8,342	8,695	-25	-28	20,422	-22
Chocolate manufacturers.....	12	10,982	11,279	10,953	-3	(³)	34,306	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	7,389	6,716	6,886	+10	+7	24,301	+4
Middle Atlantic.....	329	21,235	*17,991	18,772	+18	+13	*59,457	+2
New York and New Jersey.....	183	12,009	*9,896	9,404	+21	+28	*31,708	+8
Pennsylvania.....	146	9,216	8,095	9,368	+14	-2	27,749	-4
East North Central.....	222	24,834	*24,172	22,905	+3	+8	*73,580	+3
Illinois.....	100	21,855	*20,813	19,898	+5	+10	*63,292	+4
Ohio and Indiana.....	73	1,956	2,025	1,890	-3	+3	6,287	+3
Michigan and Wisconsin.....	49	1,023	1,334	1,117	-23	-8	3,991	-3
West North Central.....	74	1,863	1,702	2,491	-9	-25	7,109	-12
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,064	946	882	+12	+21	3,115	+7
Iowa and Missouri.....	41	799	756	1,609	+6	-50	3,994	-23
South Atlantic.....	118	2,823	2,331	2,613	+21	+8	7,883	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,359	1,171	1,252	+16	+9	3,708	+7
Georgia and Florida.....	44	1,464	1,160	1,361	+26	+8	4,175	+3
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	1,276	1,257	1,195	-2	+7	3,747	+5
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	2,204	1,492	2,040	+48	+8	6,299	(³)
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	442	404	484	+22	+2	1,411	-9
Pacific.....	137	4,563	3,933	4,179	+16	+9	12,297	(³)
California.....	104	3,778	3,162	3,457	+19	+9	9,485	-2
Washington and Oregon.....	33	785	771	722	+2	+9	2,312	+9

*Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1954			March 1953			First 3 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	102,830	\$40,888	...	100,178	\$38,858	...	307,661	308,660	(²)	\$121,710	\$121,062	-1
Packaged goods made to retail at:												
\$1.00 or more per pound	3,539	3,775	\$1.067	4,275	4,040	\$0.945	10,934	12,214	-10	12,419	13,000	-5
\$0.50 to \$0.99 per pound	8,682	4,650	0.536	7,457	3,626	\$0.486	27,355	26,824	+2	14,208	13,081	+7
Less than \$0.50 per pound.....	14,222	3,690	0.259	11,814	3,118	0.264	43,112	37,093	+16	10,927	9,000	+13
Bar goods.....	50,006	20,715	0.414	50,846	20,439	0.402	146,419	146,838	(²)	50,000	49,000	+2
Bulk goods.....	16,543	4,365	0.264	16,323	4,270	0.262	52,143	56,252	-7	13,862	14,400	-5
5¢ and 10¢ specialties...	9,838	3,693	0.375	9,463	3,365	0.356	27,698	29,339	-6	10,302	10,433	-1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately 50 percent of the total dollar value of sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³It includes penny goods.

FACTS FOR INDUSTRY

JUN 11 1954
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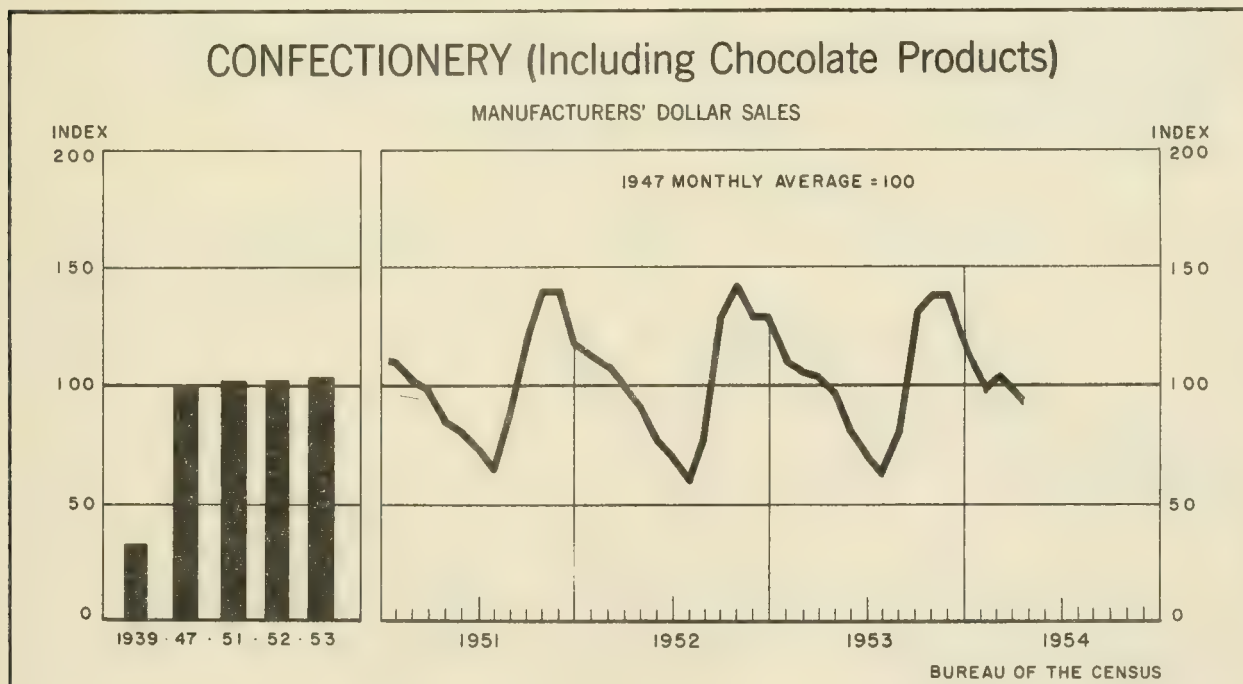
SERIES: M16C-44

CONFECTIONERY (Including Chocolate Products) APRIL 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$74,768,000 in April 1954. This was 11 percent below March 1954 and 3 percent below last year's April total. Sales of manufacturer-wholesalers at \$55,320,000 were 17 percent below March 1954 and 3 percent below the level of April 1953. Manufacturer-retailers' estimated sales in March increased 75 percent and 8 percent, respectively, from March 1954 and April 1953.

Reports from a selected group of large manufacturers indicated that poundage sales of bar goods for the first four months of 1954 were about 3 percent below last year's level. Poundage sales of bulk goods were down 8 percent, and sales of package goods retailing below 50 cents per lb. were up 12 percent, compared with last year.

NOTE--The data in the release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year.



(Index Number for April: 94)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		April 1954 (Add 000)	March 1954 (Add 000)	April 1953 (Add 000)	Percent change		4 months 1954 (Add 000)	Percent change from April 1953
					April 1954 from March 1954	April 1954 from April 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$74,768	\$83,931	\$77,096	-11	-5	\$323,580	-
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	55,320	66,669	56,779	-17	-3	249,404	+1
Manufacturer-retailers ²	188	10,996	6,280	10,210	+75	+8	31,418	-14
Chocolate manufacturers.....	12	8,452	10,982	10,107	-23	-16	42,758	-5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	90	6,218	7,389	6,389	-16	-3	28,519	-
Middle Atlantic.....	329	16,518	21,225	16,663	-22	-1	75,975	+1
New York and New Jersey.....	183	9,350	12,009	8,910	-21	+5	41,058	+7
Pennsylvania.....	146	7,168	9,216	7,753	-22	-8	34,917	-5
East North Central.....	222	21,383	24,834	21,731	-14	-2	94,963	+2
Illinois.....	100	18,606	21,855	18,999	-15	-2	81,892	+2
Ohio and Indiana.....	73	1,869	1,956	1,824	-4	-	8,166	+3
Michigan and Wisconsin.....	49	908	1,023	908	-11	...	4,899	-3
West North Central.....	74	1,573	1,863	2,444	-16	-36	8,682	-18
Minnesota, Kansas, South Dakota, and Nebraska....	33	813	1,064	851	-24	-4	3,928	-
Iowa and Missouri.....	41	760	799	1,593	-5	-52	4,754	-30
South Atlantic.....	118	2,476	2,823	2,388	-12	+	10,359	-
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,086	1,359	1,046	-20	+	4,794	-
Georgia and Florida.....	44	1,390	1,464	1,342	-5	+4	5,565	+3
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	53	975	1,276	1,024	-24	-5	4,722	-3
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,827	2,204	1,813	-17	+1	8,126	-14
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	445	492	502	-10	-11	1,856	-10
Pacific.....	137	3,905	4,563	3,825	-14	+2	...	...
California.....	104	3,105	3,778	3,168	-18	-2	13,090	-1
Washington and Oregon.....	33	800	785	657	+2	+21	3,111	+12

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product	April 1954			April 1953			First 4 months					
	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)	Value (add 000)	Aver- age value	Pounds (add 000)		Value (add 000)			
							1954	1953	Percent change 1954 from 1953			Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	88,015	\$34,372	...	97,672	\$37,287	...	395,676	406,232	-3	\$156,082	\$158,349	-
Packaged goods made to retail at:												
\$1.00 or more per pound	3,221	3,408	\$1.058	3,754	3,833	\$1.021	14,155	15,968	-11	15,827	16,861	-6
\$0.50 to \$0.99 per pound	5,673	3,030	0.534	6,118	2,850	0.466	33,028	32,388	+2	17,238	17,000	+1
Less than \$0.50 per pound.....	13,457	3,379	0.251	12,825	3,281	0.256	56,569	50,472	+11	14,306	13,085	+9
Bar goods.....	42,399	17,335	0.409	47,991	19,497	0.406	188,818	194,829	-3	77,327	79,526	-3
Block goods.....	14,673	4,026	0.274	16,565	4,229	0.255	66,816	72,817	-8	17,888	18,351	-5
5¢ and 10¢ specialties...	8,592	3,194	0.372	10,419	3,597	0.345	36,290	39,758	-9	13,496	14,030	-4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product.

Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 8, 1954

SERIES: M16C-54

CONFECTIONERY (Including Chocolate Products) MAY 1954

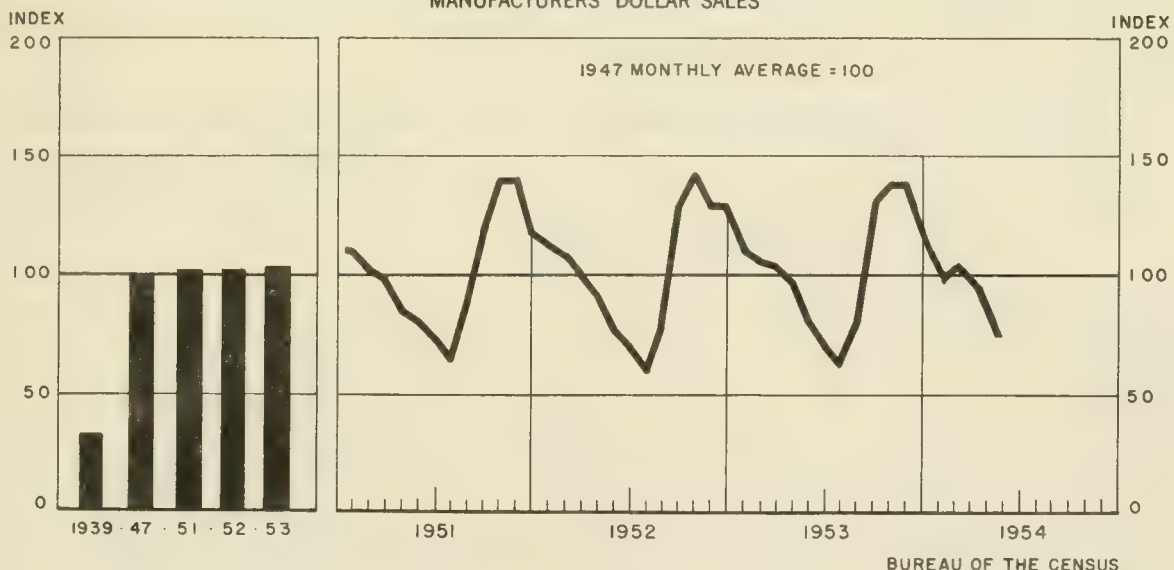
The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$59,275,000 in May 1954. This was 21 percent below April 1954 and 7 percent below last year's May total. Sales of manufacturer-wholesalers at \$46,268,000 were 16 percent below April 1954 and 7 percent below the level of May 1953. Manufacturer-retailers' estimated sales in May decreased 39 percent and 4 percent, respectively, from April 1954 and May 1953. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that poundage sales for the first 5 months of 1954 were about 4 percent below last year's level, and dollar sales down 2 percent. Poundage sales of bulk goods were down 9 percent, and sales of package goods retailing below 50 cents per pound were up 10 percent, compared with last year.

NOTE--The data in the release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



(Index Number for May: 74)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		April 1954 (Add 000)	March 1954 (Add 000)	April 1953 (Add 000)	Percent change		April 1954 (Add 000)	Percent change 1953
					April 1954 from March 1954	April 1954 from April 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$74,768	\$83,931	\$77,096	-11	-3	\$323,580	-
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	55,320	66,669	56,779	-17	-3	249,404	+1
Manufacturer-retailers ²	188	10,996	6,280	10,210	+75	+8	31,418	-14
Chocolate manufacturers.....	12	8,452	10,982	10,107	-23	-16	42,758	-
TO ALL ESTIMATED SALES OF MANUFACTURER-WHOLESALES BY DIVISION AND STATES								
New England.....	90	6,218	7,389	6,389	-16	-3	24,111	-
Middle Atlantic.....	329	16,518	21,225	16,663	-22	-1	61,771	-1
New York and New Jersey.....	183	9,350	12,009	8,910	-22	+5	41,058	+7
Pennsylvania.....	146	7,168	9,216	7,753	-22	-3	34,917	-5
East North Central.....	222	21,383	24,834	21,731	-14	-7	94,963	-
Illinois.....	100	18,606	21,855	18,999	-13	-	71,847	+2
Ohio and Indiana.....	73	1,869	1,956	1,824	-4	+2	8,166	+3
Michigan and Wisconsin.....	49	908	1,023	908	-11	...	4,899	-3
West North Central.....	74	1,573	1,863	2,444	-18	-36	7,111	-
Minnesota, Kansas, South Dakota, and Nebraska....	33	813	1,064	851	-24	-4	3,928	-
Iowa and Missouri.....	41	760	799	1,593	-5	-52	4,754	-30
South Atlantic.....	118	2,476	2,823	2,388	-11	+	10,359	+
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,086	1,359	1,046	-20	+	4,794	-
Georgia and Florida.....	44	1,390	1,464	1,342	-5	+	5,565	+3
East South Central.....	53	975	1,276	1,024	-24	-3	4,111	-
Kentucky, Tennessee, Alabama, and Mississippi....	53	975	1,276	1,024	-24	-3	4,111	-
West South Central.....	117	1,827	2,204	1,813	-17	+1	8,111	(1)
Arkansas, Louisiana, Oklahoma, and Texas.....	117	1,827	2,204	1,813	-17	+1	8,111	(1)
Mountain.....	25	445	492	502	-10	-11	1,811	-10
Arizona, Colorado, Idaho, New Mexico, and Utah...	25	445	492	502	-10	-11	1,811	-10
Pacific.....	137	3,905	4,563	3,835	-14	-2	15,111	(1)
California.....	104	3,105	3,778	3,168	-18	-2	12,111	-1
Washington and Oregon.....	33	800	785	657	+2	+22	3,000	+12

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include non-manufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALES AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1954			April 1953			First 4 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	88,015	\$34,372	...	97,672	\$37,287	...	395,676	406,232	-3	\$156,082	161,111	-
Packaged goods made to retail at:												
\$1.00 or more per pound	3,221	3,408	\$1.058	3,754	3,833	\$1.021	14,155	15,968	-11	15,827	16,861	-6
\$0.50 to \$0.99 per pound	5,673	3,030	0.534	6,118	2,850	0.466	33,028	32,187	+2	17,238	16,111	+8
less than \$0.50 per pound.....	13,457	3,379	0.251	12,825	3,281	0.256	56,569	50,472	+11	12,417	13,085	-
Bar goods.....	42,399	17,335	0.409	47,991	19,497	0.406	188,318	194,829	-3	77,327	79,526	-3
Bulk goods ²	14,673	4,026	0.274	16,565	4,229	0.255	66,816	72,817	-8	17,888	18,351	-5
5¢ and 10¢ specialties...	8,592	3,194	0.372	10,419	3,597	0.345	36,290	39,758	-9	14,030	14,030	-4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 8, 1954

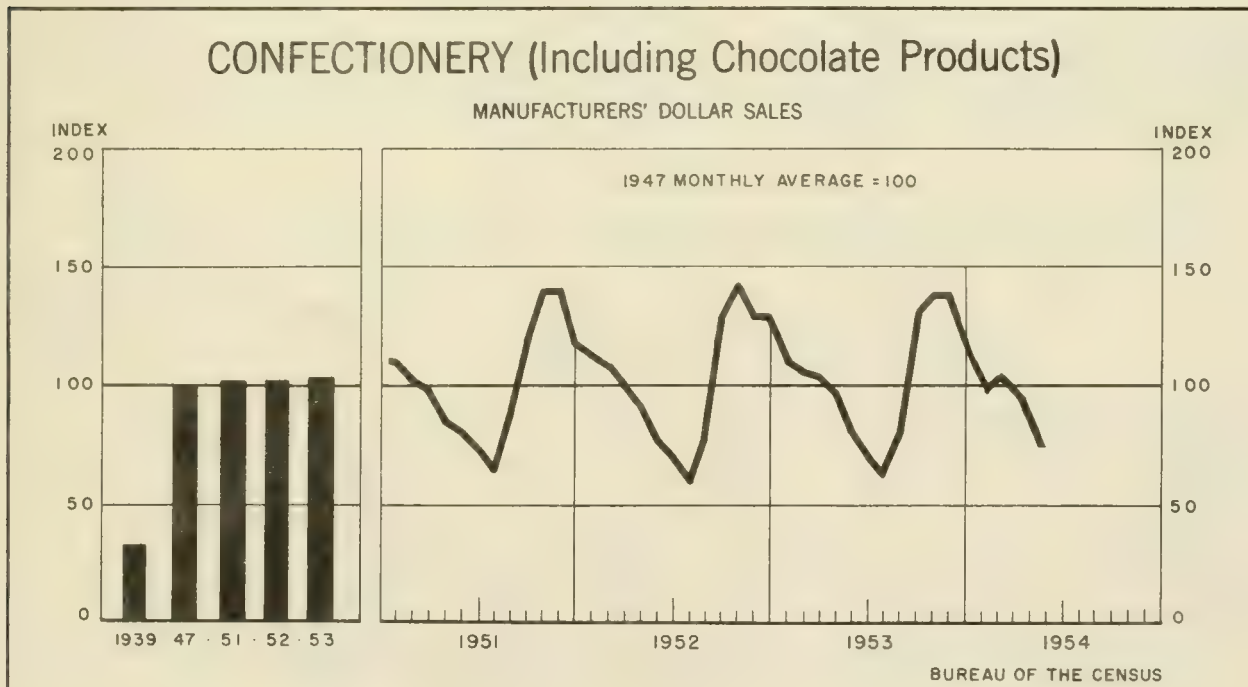
SERIES: M16C-54

CONFECTIONERY (Including Chocolate Products) MAY 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$59,275,000 in May 1954. This was 21 percent below April 1954 and 7 percent below last year's May total. Sales of manufacturer-wholesalers at \$46,268,000 were 16 percent below April 1954 and 7 percent below the level of May 1953. Manufacturer-retailers' estimated sales in May decreased 39 percent and 4 percent, respectively, from April 1954 and May 1953. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that poundage sales for the first 5 months of 1954 were about 4 percent below last year's level, and dollar sales down 2 percent. Poundage sales of bulk goods were down 9 percent, and sales of package goods retailing below 50 cents per pound were up 10 percent, compared with last year.

NOTE--The data in the release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for May: 74)

Prepared by Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		May 1954 (Add 000)	April 1954 (Add 000)	May 1953 (Add 000)	Percent change		5 months 1954 (add 000)	Percent change from 5 months 1953
					May 1954 from April 1954	May 1954 from May 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$59,275	\$74,768	\$63,522	-21	-7	\$382,855	-2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	46,268	55,320	49,781	-16	-7	295,672	(2)
Manufacturer-retailers ²	188	6,653	10,996	6,931	-39	-4	38,071	-12
Chocolate manufacturers.....	12	6,354	8,452	6,810	-25	-7	49,112	-5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	4,579	6,218	4,658	-26	-2	33,098	+2
Middle Atlantic.....	329	14,507	16,518	15,097	-12	-4	90,482	(2)
New York and New Jersey.....	183	8,754	9,350	9,115	-6	-4	49,812	+5
Pennsylvania.....	146	5,753	7,168	5,982	-20	-4	40,670	-5
East North Central.....	222	18,346	21,383	19,894	-14	-8	113,309	(2)
Illinois.....	100	16,047	18,606	17,509	-14	-8	97,945	(2)
Ohio and Indiana.....	73	1,486	1,869	1,567	-20	-5	9,652	+1
Michigan and Wisconsin.....	49	813	908	818	-10	-1	5,712	-2
West North Central.....	74	1,415	1,573	2,295	-10	-38	10,097	-21
Minnesota, Kansas, South Dakota, and Nebraska....	33	687	813	775	-15	-11	4,615	+2
Iowa and Missouri.....	41	728	760	1,520	-4	-52	5,482	-34
South Atlantic.....	118	2,063	2,476	2,050	-17	+1	12,422	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,039	1,086	958	-4	+8	5,833	+6
Georgia and Florida.....	44	1,024	1,390	1,092	-26	-6	6,589	+1
East South Central.....	53	897	975	873	-8	+3	5,619	+3
Kentucky, Tennessee, Alabama, and Mississippi....	53	897	975	873	-8	+3	5,619	+3
West South Central.....	117	974	1,827	1,013	-47	-4	9,100	(2)
Arkansas, Louisiana, Oklahoma, and Texas.....	117	974	1,827	1,013	-47	-4	9,100	(2)
Mountain.....	25	362	445	414	-19	-13	2,218	-10
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	362	445	414	-19	-13	2,218	-10
Pacific.....	137	3,125	3,905	3,487	-20	-10	19,327	-2
California.....	104	2,587	3,105	2,975	-17	-13	15,677	-4
Washington and Oregon.....	33	538	800	512	-33	+5	3,650	-11

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1954			May 1953			First 5 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	76,541	\$28,064	...	84,205	\$30,016	...	472,217	490,437	-4	\$184,146	\$188,365	-2
Packaged goods made to retail at:												
\$1.00 or more per pound.....	1,628	1,639	\$1.007	1,328	1,329	\$1.001	15,783	17,296	-9	17,466	18,190	-4
\$0.50 to \$0.99 per pound.....	4,617	2,416	0.523	6,182	2,868	0.464	37,645	38,570	-2	19,654	18,864	+4
Less than \$0.50 per pound.....	13,890	3,275	0.236	13,456	3,421	0.254	70,459	63,928	+10	17,581	16,506	+7
Bar goods.....	36,025	14,466	0.402	39,468	15,464	0.392	224,843	234,297	-4	91,793	94,990	-3
Bulk goods ²	11,992	3,129	0.261	13,661	3,443	0.252	78,808	86,478	-9	21,017	22,294	-6
5¢ and 10¢ specialties....	8,389	3,139	0.374	10,110	3,491	0.345	44,679	49,868	-10	16,635	17,521	-5

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: August 9, 1954

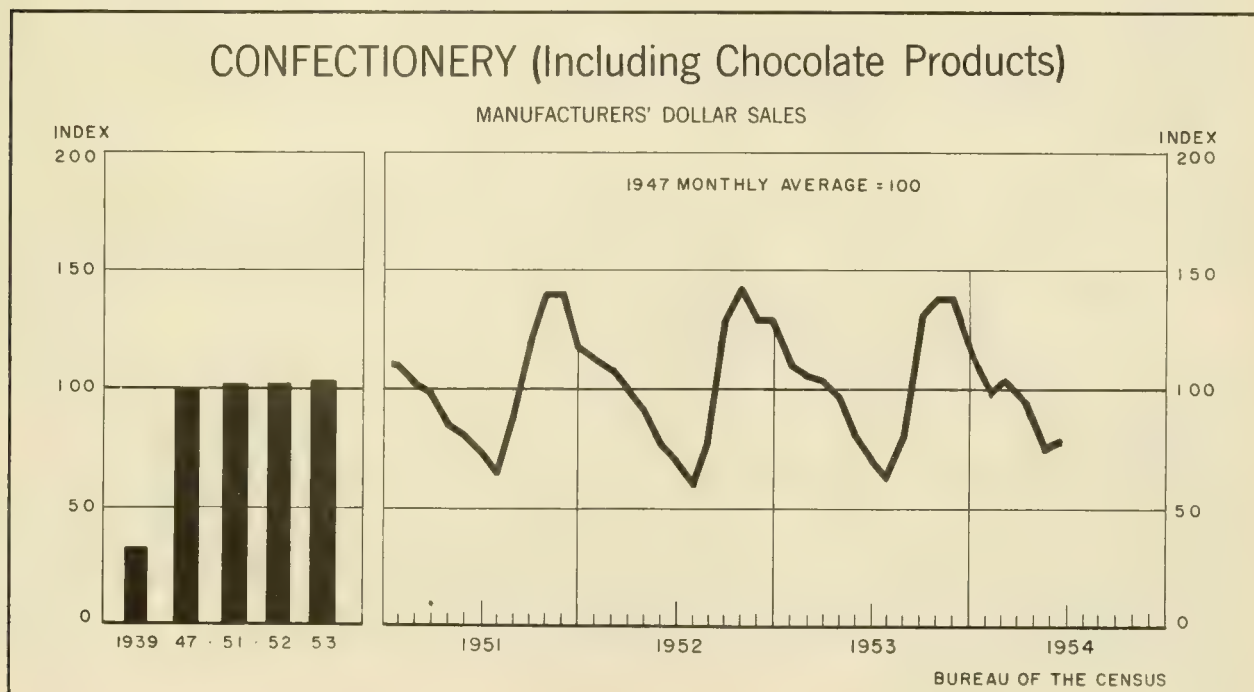
SERIES: M16C-64

CONFECTIONERY (Including Chocolate Products) JUNE 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$60,780,000 in June 1954. This was 2 percent above May 1954 and 8 percent above last year's June total. Sales of manufacturer-wholesalers at \$48,860,000 were 6 percent above May 1954 and 8 percent above the level of June 1953. Manufacturer-retailers' estimated sales in June decreased 27 percent and 11 percent, respectively, from May 1954 and June 1953. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that poundage sales for the first 6 months of 1954 were about 2 percent below last year's level, but dollar sales were unchanged. Poundage sales of bulk goods were down 7 percent, and sales of package goods retailing below 50 cents per pound were up 11 percent, compared with last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1950 for 87 percent of the total dollar value of sales of confectionery and competitive chocolate products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for June: 76)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		June 1954 (add 000)	May 1954* (add 000)	June 1953 (add 000)	Percent change		6 months 1954* (add 000)	Percent change from 6 months 1953
					June 1954 from May 1954	June 1954 from June 1953		
Confectionery and competitive chocolate products, estimated total.....	1,365	\$60,780	\$59,390	\$56,474	+2	+8	\$341,150	-3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	1,165	48,860	46,268	45,446	+6	+8	344,532	-1
Manufacturer-retailers ²	188	4,951	6,768	5,586	-27	-11	43,137	-15
Chocolate manufacturers.....	12	6,969	6,354	5,442	+10	+28	56,081	-2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	90	4,821	4,579	4,512	+5	+7	37,919	-3
Middle Atlantic.....	329	15,666	14,507	14,458	+8	+8	106,148	+2
New York and New Jersey.....	183	10,006	8,754	8,981	+14	+11	59,818	+7
Pennsylvania.....	146	5,660	5,753	5,477	-2	+3	46,330	-3
East North Central.....	222	18,697	18,346	17,025	+2	+10	132,006	-1
Illinois.....	100	16,587	16,047	14,739	+3	+13	114,532	+1
Ohio and Indiana.....	73	1,300	1,486	1,680	-13	-23	10,952	-20
Michigan and Wisconsin.....	49	810	813	606	(³)	+34	6,522	+7
West North Central.....	74	1,538	1,415	1,858	+9	-17	11,635	-21
Minnesota, Kansas, South Dakota, and Nebraska....	33	743	687	668	+8	+11	5,358	+8
Iowa and Missouri.....	41	795	728	1,190	+9	-33	6,277	-35
South Atlantic.....	118	2,092	2,063	2,281	+1	-8	14,514	-5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	74	1,012	1,039	1,271	-3	-20	6,845	-2
Georgia and Florida.....	44	1,080	1,024	1,010	+5	+7	7,669	-8
East South Central.....								
Kentucky, Tennessee, Alabama, and Mississippi....	53	915	897	832	+2	+10	6,534	-
West South Central.....								
Arkansas, Louisiana, Oklahoma, and Texas.....	117	892	974	757	-8	+18	3,992	(³)
Mountain.....								
Arizona, Colorado, Idaho, New Mexico, and Utah....	25	394	362	359	+9	+10	2,612	-7
Pacific.....	137	3,845	3,125	3,364	+23	+14	23,172	+4
California.....	104	3,225	2,587	2,865	+25	+13	18,902	+2
Washington and Oregon.....	33	620	538	499	+15	+24	4,270	+17

*Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1950, except retail confectioners with a single business location; in a few cases two or more factories in the same State under the same ownership are counted as one establishment.²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	June 1954			June 1953			First 6 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	79,446	\$29,195	...	72,977	\$25,611	...	551,663	563,414	-2	\$213,341	\$213,976	-3
Packaged goods made to retail at:												
\$1.00 or more per pound	1,284	1,269	\$0.988	1,126	1,161	\$1.031	17,067	18,422	-7	18,735	19,351	-3
\$0.50 to \$0.99 per pound	4,386	2,298	0.524	4,635	2,084	0.450	42,031	43,205	-3	21,952	20,948	+5
Less than \$0.50 per pound.....	13,427	3,391	0.253	11,938	2,952	0.247	83,886	75,866	+11	20,972	19,458	+8
Bar goods.....	37,707	15,232	0.404	33,173	12,868	0.388	262,550	267,470	-2	107,025	107,858	-1
Bulk goods.....	12,602	3,300	0.262	12,125	3,022	0.249	91,410	98,603	-7	24,317	25,316	-
5¢ and 10¢ specialties....	10,040	3,705	0.369	9,980	3,524	0.353	54,719	59,848	-9	20,340	21,045	-3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

SEP 16 1954

DOWLEY COMPANY

FOR RELEASE: September 9, 1954

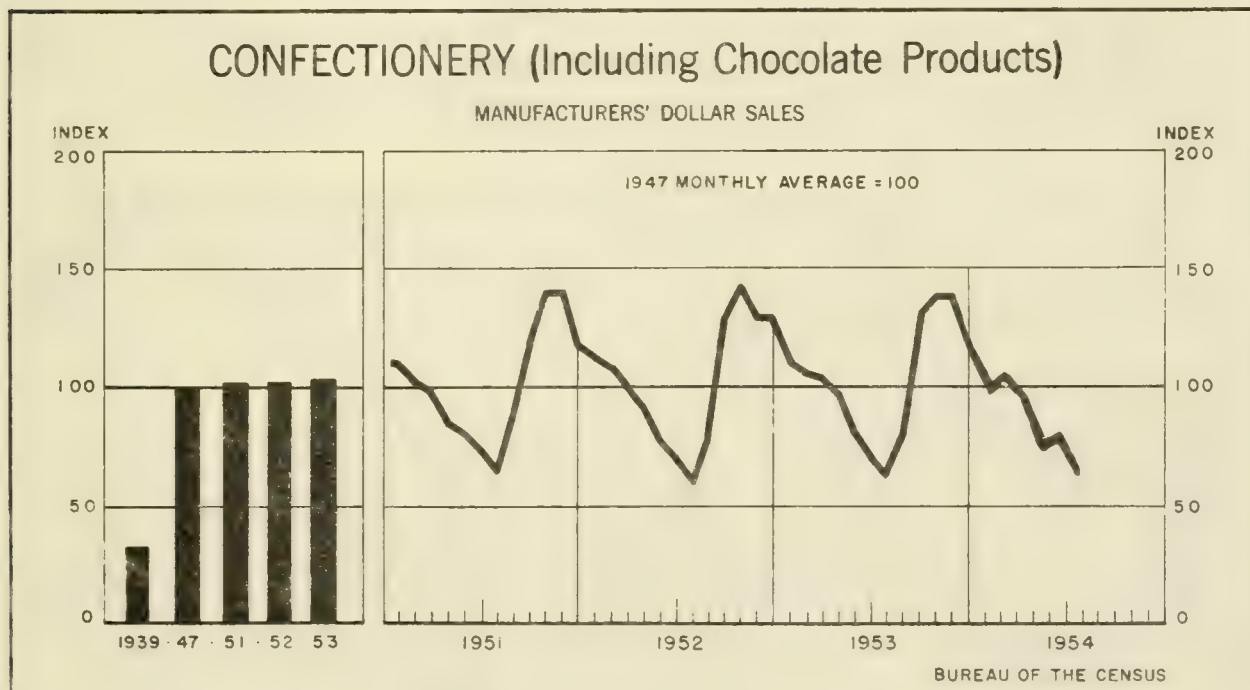
SERIES: M16C-74

CONFECTIONERY (Including Chocolate Products) JULY 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$49,784,000 in July 1954. This was 19 percent below June 1954 but about the same as last year's July total. Sales of manufacturer-wholesalers at \$39,418,000 were 19 percent below June 1954, but slightly above the level of July 1953. Manufacturer-retailers' estimated sales in July decreased 5 percent from June 1954 and July 1953. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that poundage sales for the first 7 months of 1954 were about 2 percent below last year's level, but dollar sales were unchanged. Poundage sales of bar goods were down 3 percent, and poundage sales of package goods retailing above 50 cents per pound were down 2 percent compared with last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for July: 63)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		July 1954 (add 000)	June 1954 ² (add 000)	July 1953 (add 000)	Percent change		Month ending July 1954	Percent change from same month 1953
					July 1954 from June 1954	July 1954 from July 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$49,784	\$61,415	\$49,802	-19	+2	\$497,207	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	39,418	48,943	39,358	-19	-	384,862	-1
Manufacturer-retailers.....	710	5,197	5,496	5,455	-5	-5	53,086	-5
Chocolate manufacturers.....	12	5,169	6,976	4,989	-26	-	61,309	-2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	4,214	5,100	3,715	-17	+13	44,327	+4
Middle Atlantic.....	252	13,397	15,303	12,263	-12	+9	117,154	-1
New York and New Jersey.....	133	9,620	9,689	8,253	-1	+17	67,427	+5
Pennsylvania.....	119	3,777	5,614	4,010	-35	-6	44,727	-4
East North Central.....	164	14,399	16,871	15,407	-21	-3	147,834	-1
Illinois.....	76	13,331	16,542	13,531	-19	-1	126,926	-2
Ohio and Indiana.....	52	1,118	1,571	1,325	-29	-16	24,353	-4
Michigan and Wisconsin.....	36	449	758	551	-41	-19	6,550	-1
West North Central.....	61	816	1,387	1,588	-41	-49	11,309	-30
Minnesota, Kansas, South Dakota, and Nebraska.....	33	349	662	495	-47	-29	5,118	-6
Iowa and Missouri.....	28	467	725	1,093	-36	-57	6,191	-42
South Atlantic.....	47	2,006	2,273	2,077	-12	-3	17,786	-2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	951	1,065	1,139	-11	-17	8,160	-
Georgia and Florida.....	37	1,055	1,208	938	-12	+12	9,626	+1
East South Central.....	4	744	1,007	917	-26	-	7,936	+4
Kentucky, Tennessee, Alabama, and Mississippi.....	4	744	1,007	917	-26	-	7,936	+4
West South Central.....	40	610	930	735	-44	-17	6,113	+2
Arkansas, Louisiana, Oklahoma, and Texas.....	40	610	930	735	-44	-17	6,113	+2
Mountain.....	21	293	392	240	-35	+8	2,800	-6
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	293	392	240	-35	+8	2,800	-6
Pacific.....	100	2,481	3,680	2,416	-33	+3	24,635	-
California.....	75	2,049	3,084	1,986	-34	+3	20,131	-2
Washington and Oregon.....	25	432	596	430	-27	+21	4,504	+10

¹Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Less than 0.5 percent change.

³Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	July 1954			July 1953			First 7 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	66,486	\$23,370	...	66,486	\$23,370	...	616,626	629,900	-2	\$237,201	\$237,346	-1
Packaged goods made to retail at:												
\$1.00 or more per pound.....	867	872	\$1.001	867	872	\$1.001	17,916	19,289	-7	19,556	20,223	-3
25.50 to \$1.00 per pound.....	7,451	2,960	0.545	4,518	2,124	0.470	47,462	47,723	-1	24,912	23,072	+8
Less than \$0.50 per pound.....	11,638	2,963	0.255	10,370	2,606	0.252	95,524	86,236	+11	23,935	22,064	+8
Bar goods.....	28,586	11,325	0.396	31,351	12,085	0.385	291,136	298,821	-3	118,350	119,943	-1
Bar goods.....	10,545	2,878	0.273	11,440	2,706	0.244	101,955	109,483	-7	27,195	28,220	-3
5¢ and 10¢ specialties.....	7,914	2,913	0.368	8,300	2,977	0.359	62,633	62,443	-8	23,253	24,022	-3

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting sales in this report form approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.1 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: October 7, 1954

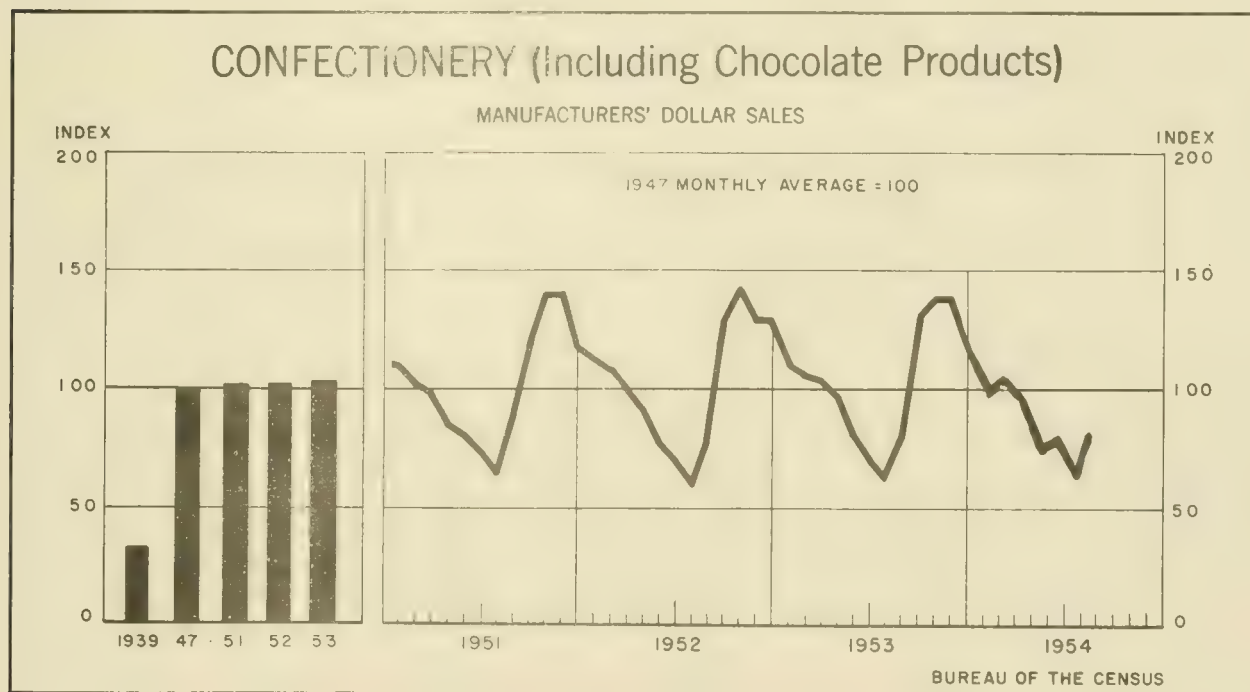
SERIES: M16C-84

CONFECTIONERY (Including Chocolate Products) AUGUST 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive chocolate products at \$65,541,000 in August 1954. This was an increase of 35 percent over July 1954 but only 1 percent over last year's August total. Sales of manufacturer-wholesalers at \$50,115,000 were 31 percent above July 1954, but only 1 percent above the level of August 1953. Manufacturer-retailers' estimated sales in August increased 17 percent from July 1954 but were down 2 percent from August 1953. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that poundage sales for the first 8 months of 1954 were about 2 percent below last year's level, but dollar sales were up 1 percent. Poundage sales of bar goods were down 3 percent, and poundage sales of package goods retailing above 50 cents per pound were up slightly less than 1 percent compared with last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for August: 82)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		August 1954 (add 000)	July 1954* (add 000)	August 1953 (add 000)	Percent change		Percent 1954* (add 000)	Percent 1953
					August 1954 from July 1954	August 1954 from August 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$65,541	\$48,719	\$64,692	+35	+1	\$563,733	-
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	50,115	38,353	49,415	+31	+1	433,912	-1
Manufacturer-retailers ²	218	6,098	5,197	6,236	+17	-2	59,184	-3
Chocolate manufacturers.....	12	9,328	5,169	9,041	+80	+3	70,637	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	5,612	3,149	5,308	+78	+6	48,875	-4
Middle Atlantic.....	252	15,768	13,397	14,551	+18	+8	132,922	+2
New York and New Jersey.....	133	10,511	9,620	9,466	+9	+11	77,938	+6
Pennsylvania.....	119	5,257	3,777	5,085	+39	+3	54,984	-
East North Central.....	164	19,669	14,898	19,531	+32	+1	167,503	3
Illinois.....	76	17,608	13,331	17,397	+32	+1	144,534	3
Ohio and Indiana.....	52	1,482	1,118	1,583	+33	-6	15,840	-
Michigan and Wisconsin.....	36	579	449	551	+29	+5	7,129	-1
West North Central.....	61	1,048	816	2,001	+28	-48	12,357	-32
Minnesota, Kansas, South Dakota, and Nebraska....	33	484	349	592	+39	-18	5,602	-8
Iowa and Missouri.....	28	564	467	1,409	+21	-60	6,755	-45
South Atlantic.....	97	2,377	2,005	2,531	+19	-6	20,163	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,137	951	1,304	+20	-13	9,297	-2
Georgia and Florida.....	37	1,240	1,054	1,227	+18	+1	10,866	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	974	744	1,019	+31	-4	8,400	+6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	832	610	995	+36	-11	11,360	+1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	347	243	347	+37	(3)	3,140	-6
Pacific.....	100	3,488	2,481	3,132	+41	+11	28,123	+1
California.....	75	2,889	2,049	2,598	+41	+11	23,020	-1
Washington and Oregon.....	25	599	432	534	+39	+12	5,103	+12

*Revised.

¹Total number for which sales are estimated, based upon all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY:

Type of product	August 1954			August 1953			First 8 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	89,747	\$33,322	...	87,451	\$31,375	...	706,373	717,351	-2	\$270,523	\$268,721	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	1,502	1,441	\$0.959	1,453	1,365	\$0.939	19,418	20,742	-6	20,997	21,588	-3
\$0.50 to \$0.99 per pound	7,479	4,169	0.557	5,473	2,692	0.492	54,941	53,196	+3	29,081	25,764	+13
Less than \$0.50 per pound.....	14,546	3,593	0.247	12,720	3,215	0.253	110,070	93,996	+11	27,528	25,279	+9
Bar goods.....	39,653	16,368	0.413	42,482	16,779	0.395	330,789	341,303	-3	134,718	136,722	-1
Bulk goods.....	16,699	4,176	0.250	16,138	4,011	0.249	118,654	125,821	-6	31,371	32,033	-2
5¢ and 10¢ specialties...	9,868	3,575	0.362	9,185	3,313	0.361	72,501	77,333	-6	26,828	27,335	-2

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 3, 1954

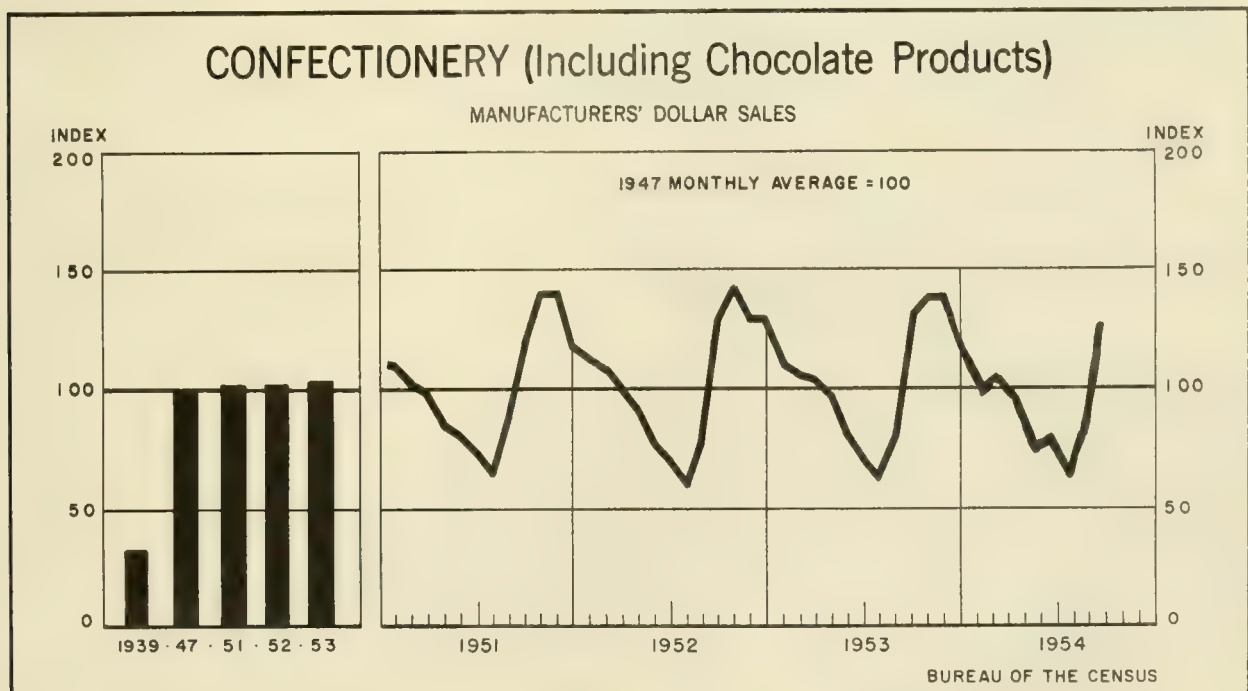
SERIES: M16C-94

CONFECTIONERY (Including Chocolate Products) SEPTEMBER 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers sales of confectionery and competitive chocolate products at \$102,863,000 in September 1954. This was an increase of 57 percent over August 1954 but a decrease of 2 percent from last year's September total. Sales of manufacturer-wholesalers at \$80,234,000 were 60 percent above August 1954 but 1 percent below September 1953. Manufacturer-retailers' estimated sales in September 1954 increased 16 percent from August 1954, but were down 1 percent from September 1953. (See reverse for detailed statistics).

Reports from a selected group of large manufacturers indicated that poundage sales for the first 9 months of 1954 were 2 percent below last year's level but dollar sales remained practically unchanged. Poundage sales of bar goods were down 4 percent and poundage sales of package goods retailing above 50 cents per pound were up about 2 percent compared to last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for September: 129)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		September 1954 (add 000)	August 1954 (add 000)	September 1953 (add 000)	Percent change		9 months 1954 (add 000)	Percent change from 9 months 1953
					September 1954 from August 1954	September 1954 from September 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$102,863	\$65,541	\$105,125	+57	-2	\$666,596	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	80,234	50,115	80,766	+60	-1	514,146	-1
Manufacturer-retailers ²	218	7,088	6,098	7,140	+16	-1	66,272	-4
Chocolate manufacturers.....	12	15,541	9,328	17,219	+67	-10	86,178	-3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	10,669	5,612	10,085	+90	+6	59,544	+2
Middle Atlantic.....	252	23,504	15,768	24,444	+49	-4	156,426	+1
New York and New Jersey.....	133	13,803	10,511	14,078	+31	-2	91,741	+5
Pennsylvania.....	119	9,701	5,257	10,366	+85	-6	64,685	-4
East North Central.....	164	33,482	19,669	31,342	+70	+7	200,985	+1
Illinois.....	76	28,672	17,608	26,820	+63	+7	173,206	+1
Ohio and Indiana.....	52	3,587	1,482	3,393	+142	+6	19,427	-3
Michigan and Wisconsin.....	36	1,223	579	1,129	+111	+8	8,352	(³)
West North Central.....	61	1,773	1,048	3,420	+69	-48	14,130	-35
Minnesota, Kansas, South Dakota, and Nebraska....	33	885	484	1,088	+83	-19	6,487	-9
Iowa and Missouri.....	28	888	564	2,332	+57	-62	7,643	-47
South Atlantic.....	97	2,933	2,377	3,245	+23	-10	23,096	(³)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,323	1,137	1,568	+16	-16	10,620	-4
Georgia and Florida.....	37	1,610	1,240	1,677	+30	-4	12,476	+3
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,379	974	1,528	+42	-10	10,289	(³)
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,457	832	1,774	+75	-18	13,317	-2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	606	347	630	+75	-4	3,805	-5
Pacific.....	100	4,431	4,488	4,298	+27	+3	32,554	+2
California.....	75	3,559	2,889	3,515	+23	+1	26,579	(³)
Washington and Oregon.....	25	872	599	783	+46	+11	5,975	+11

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few or more cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1954			September 1953			First 9 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	130,056	\$52,537	...	134,002	\$53,007	...	836,429	851,353	-2	\$323,060	\$321,728	(²)
Packaged goods made to retail at:												
\$1.00 or more per pound	4,601	4,527	\$0.984	4,883	4,770	\$0.977	24,019	25,625	-6	25,524	26,358	-3
\$0.50 to \$0.99 per pound	16,061	8,880	0.553	14,498	7,151	0.493	71,002	67,694	+5	37,961	32,915	+15
Less than \$0.50 per pound.....	19,996	4,892	0.245	18,643	5,208	0.279	130,066	117,599	+11	32,420	30,487	+6
Bar goods.....	53,959	22,863	0.424	60,672	24,904	0.410	384,748	401,975	-4	157,581	161,626	-3
Bulk goods.....	24,685	7,450	0.302	25,580	7,399	0.289	143,339	151,401	-5	38,821	39,432	-2
5¢ and 10¢ specialties...	10,754	3,925	0.365	9,726	3,575	0.368	83,255	87,059	-4	30,753	30,910	-1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

DEC 13 1954

FACTS FOR INDUSTRY

FOR RELEASE: December 8, 1954

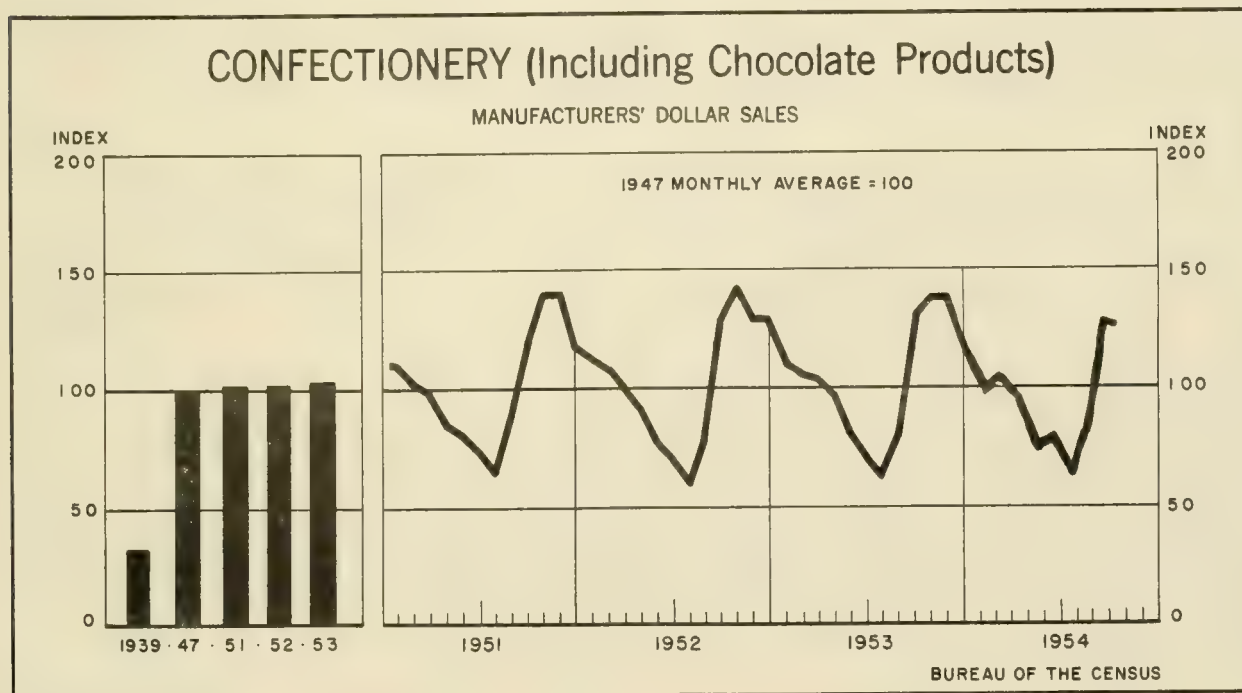
SERIES: M16C-104

CONFECTIONERY (Including Chocolate Products) OCTOBER 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$102,139,000 in October 1954. This was a decrease of 1 percent from September 1954 and a decrease of 8 percent from last year's October total. Sales of manufacturer-wholesalers at \$80,995,000 were 1 percent above September 1954 but 9 percent below October 1953. Manufacturer-retailers' estimated sales in October 1954 increased 17 percent from September 1954 but were down 4 percent from October of last year.

Reports from a selected group of large manufacturers indicated that for the first 10 months of 1954 poundage sales were 3 percent and dollar sales 1 percent below last year's level. Poundage sales of bar goods were down 6 percent and poundage sales of package goods retailing above 50 cents per pound were virtually unchanged compared to last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for October: 128)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		October 1954 (add 000)	September *1954 (add 000)	October 1953 (add 000)	Percent change		10 months *1954 (add 000)	Percent change from 10 months 1953
					October 1954 from September 1954	October 1954 from October 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$102,139	\$103,120	\$111,570	-1	-8	\$768,992	-2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	80,995	80,491	88,612	+1	-9	595,398	-2
Manufacturer-retailers ²	218	8,291	7,088	8,629	+17	-4	74,563	-4
Chocolate manufacturers.....	12	12,853	15,541	14,329	-17	-10	99,031	-4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	9,659	10,669	10,792	-9	-11	69,203	(³)
Middle Atlantic.....	252	21,399	23,504	22,547	-9	-5	177,825	(³)
New York and New Jersey.....	133	12,310	13,803	12,865	-11	-4	104,051	+4
Pennsylvania.....	119	9,089	9,701	9,682	-6	-6	73,774	-4
East North Central.....	164	33,760	33,739	35,175	(³)	-4	235,002	(³)
Illinois.....	76	27,539	28,929	28,512	-5	-3	201,002	+1
Ohio and Indiana.....	52	4,509	3,587	4,846	+26	-7	23,936	-4
Michigan and Wisconsin.....	36	1,712	1,223	1,817	+40	-6	10,064	-1
West North Central.....	61	1,870	1,773	5,387	+5	-65	16,000	-41
Minnesota, Kansas, South Dakota, and Nebraska....	33	859	885	1,282	-3	-33	7,346	-13
Iowa and Missouri.....	28	1,011	888	4,105	+14	-75	8,654	-53
South Atlantic.....	97	3,536	2,933	3,573	+21	-1	26,632	(³)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,700	1,323	1,932	+28	-12	12,320	-5
Georgia and Florida.....	37	1,836	1,610	1,641	+14	+12	14,312	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	2,643	1,379	2,699	+92	-2	12,932	-1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,454	1,457	2,574	+68	-5	15,771	-2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	1,082	606	725	+79	+49	4,887	+3
Pacific.....	100	4,592	4,431	5,140	+4	-11	37,146	(³)
California.....	75	3,643	3,559	4,202	+2	-13	30,222	-2
Washington and Oregon.....	25	949	872	938	+9	+1	6,924	-9

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few or more cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 Or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	October 1954			October 1953			First 10 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	116,667	\$47,121	...	133,553	\$51,203	...	953,096	984,906	-3	\$370,181	\$372,931	-1
Packaged goods made to retail at:												
\$1.00 or more per pound	3,550	3,461	\$0.975	4,393	3,794	\$0.864	27,569	30,018	-8	28,985	30,152	-4
\$0.50 to \$0.99 per pound	15,983	8,491	0.531	16,256	7,576	0.466	86,985	83,950	+4	46,452	40,491	-15
less than \$0.50 per pound.....	18,088	5,053	0.279	22,349	6,500	0.291	148,154	139,948	+6	37,473	36,987	-1
Bar goods.....	45,829	19,760	0.431	54,501	22,231	0.408	430,577	456,476	-6	177,341	183,857	-4
Bulk goods ²	23,404	6,644	0.284	26,043	7,322	0.281	166,743	177,444	-6	45,465	46,754	-3
5¢ and 10¢ specialties...	9,813	3,712	0.378	10,011	3,780	0.378	93,768	97,070	-4	34,465	34,690	-1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.

²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: January 6, 1955

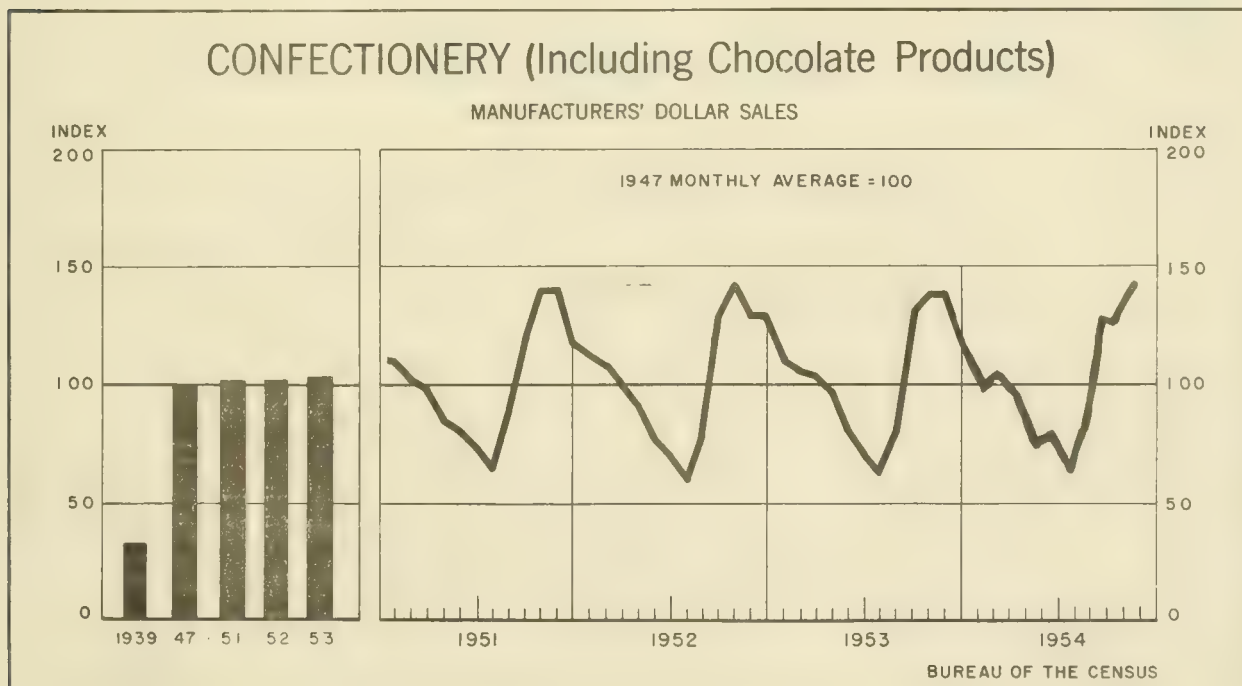
SERIES: M16C-114

CONFECTIONERY (Including Chocolate Products) NOVEMBER 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$115,156,000 in November 1954. This was an increase of 13 percent over October 1954 and an increase of 3 percent over last year's November total. Sales of manufacturer-wholesalers at \$91,267,000 were 13 percent above October 1954 but only 4 percent above November 1953. Manufacturer-retailers' estimated sales in November 1954 increased 26 percent from October 1954 but were up only 2 percent from November last year.

Reports from a selected group of large manufacturers indicated that for the first 11 months of 1954 poundage sales were 3 percent below last year's level while dollar sales remained virtually unchanged. Poundage sales of bar goods were down 5 percent and poundage sales of package goods retailing above 50 cents per pound were approximately the same as last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for November: 145)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		November 1954 (add 000)	October 1954 (add 000)	November 1953 (add 000)	Percent change		11 months 1954 (add 000)	Percent change from 11 months 1953
					November 1954 from October 1954	November 1954 from November 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$115,156	*\$101,740	\$111,392	+13	+3	\$883,749	-2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	91,267	*80,596	87,930	+13	+4	686,266	-1
Manufacturer-retailers ²	218	10,479	8,291	10,265	+26	+2	85,042	-4
Chocolate manufacturers.....	12	13,410	12,853	13,197	+4	+2	112,441	-3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	12,080	9,659	10,792	+25	+12	81,283	+2
Middle Atlantic.....	252	24,938	21,399	25,508	+17	-2	202,763	(3)
New York and New Jersey.....	133	13,238	12,310	12,501	+8	+6	117,289	+4
Pennsylvania.....	119	11,700	9,089	13,007	+29	-10	85,474	-5
East North Central.....	164	34,628	33,760	29,964	+3	+16	269,630	+2
Illinois.....	76	28,266	27,539	23,679	+3	+19	229,268	+3
Ohio and Indiana.....	52	4,649	4,509	4,330	+3	+7	28,585	-2
Michigan and Wisconsin.....	36	1,713	1,712	1,955	(3)	-12	11,777	-3
West North Central.....	61	1,912	1,870	4,768	+2	-60	17,912	-4
Minnesota, Kansas, South Dakota, and Nebraska....	33	856	859	1,271	(3)	-33	8,202	-15
Iowa and Missouri.....	28	1,056	1,011	3,497	+4	-70	9,710	-56
South Atlantic.....	97	5,038	3,536	4,843	+42	+4	31,670	(3)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	2,059	1,700	2,047	+21	+1	14,379	-4
Georgia and Florida.....	37	2,979	1,836	2,796	+62	+7	17,291	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	2,830	2,643	2,496	+7	+13	15,762	+2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,593	2,454	3,482	+46	+3	19,364	-1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	895	*683	870	+31	+3	5,383	-4
Pacific.....	100	5,353	4,592	5,207	+17	+3	42,499	(3)
California.....	75	4,117	3,643	4,011	+13	+3	34,339	-2
Washington and Oregon.....	25	1,236	949	1,196	+30	+3	8,160	+8

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	November 1954			November 1953			First 11 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	123,580	\$53,936	...	121,133	\$50,998	...	1,076,676	1,106,039	-3	\$424,117	\$423,329	(2)
Packaged goods made to retail at:												
\$1.00 or more per pound	8,432	9,264	\$1.099	9,666	9,789	\$1.013	36,001	39,684	-9	38,249	39,341	-4
\$0.50 to \$0.99 per pound	16,689	8,837	0.530	16,284	7,708	0.473	103,674	100,234	+3	55,289	48,199	+15
Less than \$0.50 per pound.....	22,058	5,765	0.261	19,131	5,304	0.277	170,212	159,079	+7	43,238	42,291	+2
Bar goods.....	45,768	20,415	0.446	47,241	19,412	0.411	476,345	503,717	-5	197,756	203,269	-3
Bulk goods.....	21,173	6,009	0.284	20,382	5,622	0.276	187,916	197,826	-5	51,474	52,376	-2
5¢ and 10¢ specialties...	9,460	3,646	0.385	8,429	3,163	0.375	102,528	105,499	-3	38,111	37,853	+1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: February 9, 1955

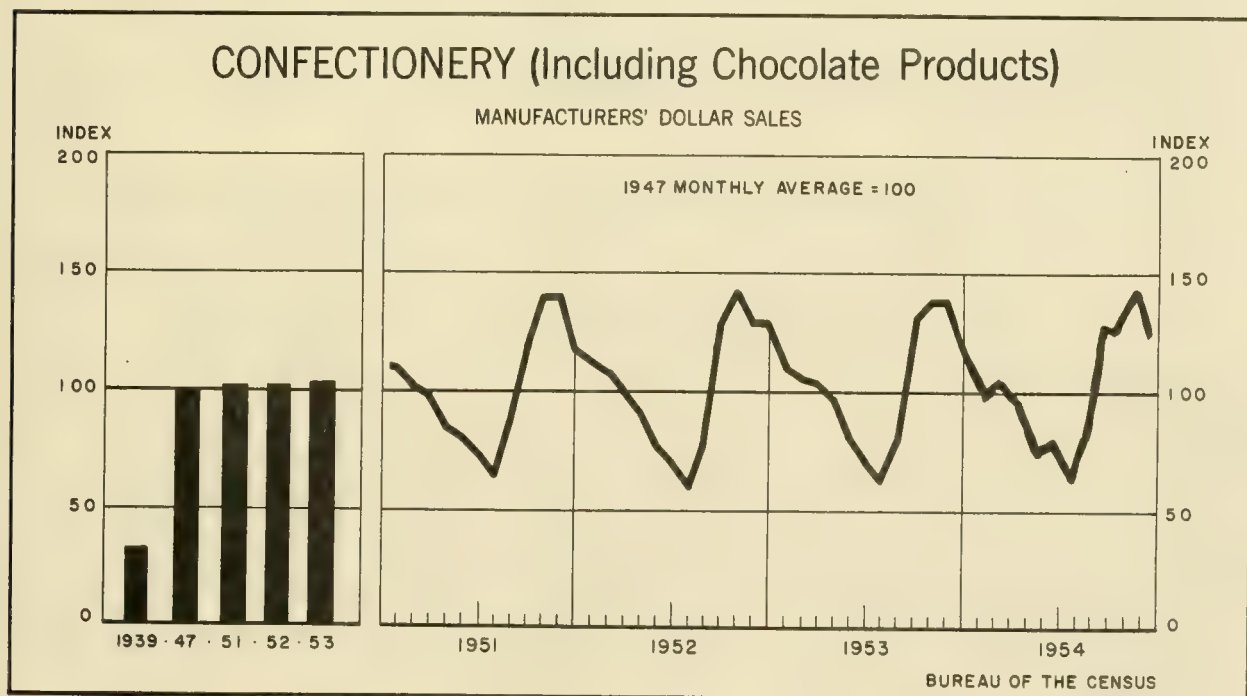
SERIES: M16C-124

CONFECTIONERY (Including Chocolate Products) DECEMBER 1954

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$99,814,000 in December 1954. This was a decrease of 13 percent from November 1954 and an increase of 3 percent over last year's December total. Sales of manufacturer-wholesalers at \$63,685,000 were 30 percent below November 1954 but 2 percent above December 1953. Manufacturer-retailers' estimated sales in December 1954 increased 145 percent from November 1954 but were up only 7 percent from December last year.

Reports from a selected group of large manufacturers indicated that for the 12 months of 1954 poundage sales were 3 percent below last year's level while dollar sales remained virtually unchanged. Poundage sales of bar goods were down 6 percent and poundage sales of package goods retailing above 50 cents per pound were approximately the same as last year.

NOTE--All 1954 cumulative and monthly data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products in that year. No allowances has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for December: 125)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		December 1954 (add 000)	November *1954 (add 000)	December 1953 (add 000)	Percent change		12 months 1954 (add 000)	Percent change from 12 months 1953
					December 1954 from November 1954	December 1954 from December 1953		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$99,814	\$115,330	\$97,362	-13	+3	\$983,737	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	63,685	91,350	62,557	-30	+2	750,034	-1
Manufacturer-retailers ²	218	25,912	10,570	24,176	+145	+7	111,045	-1
Chocolate manufacturers.....	12	10,217	13,410	10,629	-24	-4	122,658	-3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	9,332	12,080	8,669	-23	+8	90,615	+2
Middle Atlantic.....	252	16,634	25,029	16,100	-34	+3	219,488	(³)
New York and New Jersey.....	133	9,420	13,329	8,374	-29	+12	126,800	+4
Pennsylvania.....	119	7,214	11,700	7,726	-38	-7	92,688	-5
East North Central.....	164	24,550	34,620	22,968	-29	+7	294,172	+2
Illinois.....	76	16,676	28,270	18,122	-41	-8	248,948	+3
Ohio and Indiana.....	52	3,570	4,637	3,166	-23	+13	32,143	-1
Michigan and Wisconsin.....	36	1,304	1,713	1,680	-24	-22	13,081	-5
West North Central.....	61	1,467	1,912	3,252	-23	-55	19,379	-45
Minnesota, Kansas, South Dakota, and Nebraska....	33	848	856	1,066	-1	-20	9,050	-16
Iowa and Missouri.....	28	619	1,056	2,186	-41	-72	10,329	-57
South Atlantic.....	97	3,038	5,038	2,980	-40	+2	34,708	(³)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,355	2,059	1,519	-34	-11	15,734	-5
Georgia and Florida.....	37	1,683	2,979	1,461	-44	+15	18,974	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,628	2,830	1,477	-42	+10	17,390	+2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,118	3,581	2,033	-41	+4	21,470	-1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	727	895	687	-19	+6	6,110	-3
Pacific.....	100	4,191	5,365	4,391	-22	-5	46,702	(³)
California.....	75	3,205	4,129	3,324	-22	-4	37,556	-2
Washington and Oregon.....	25	986	1,236	1,067	-20	-8	9,146	+6

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	December 1954			December 1953			12 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1954	1953	Percent change 1954 from 1953	1954	1953	Percent change 1954 from 1953
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	90,277	\$38,217	...	91,137	\$36,607	...	1,166,953	1,197,176	-3	\$462,334	\$460,536	(²)
Packaged goods made to retail at:												
\$1.00 or more per pound	5,148	5,336	\$1.037	5,398	4,877	\$0.903	41,149	45,082	-9	43,585	44,818	-3
\$0.50 to \$0.99 per pound	8,890	4,856	0.546	9,063	4,247	0.469	112,564	109,297	+3	60,145	52,446	+15
Less than \$0.50 per pound.....	12,070	3,189	0.264	11,313	3,151	0.279	182,282	170,392	+7	46,427	45,442	+2
Bar goods.....	38,660	17,067	0.441	42,111	17,248	0.410	515,005	545,828	-6	214,823	220,517	-3
Bulk goods ²	18,307	5,083	0.278	16,402	4,574	0.279	206,223	214,228	-4	56,557	56,950	-1
5¢ and 10¢ specialties...	7,202	2,686	0.373	6,850	2,510	0.366	109,730	112,349	-2	40,797	40,363	+1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturer-wholesalers and chocolate manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

MAR 14 1955
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FOR RELEASE: March 11, 1955

SERIES: M16C-15

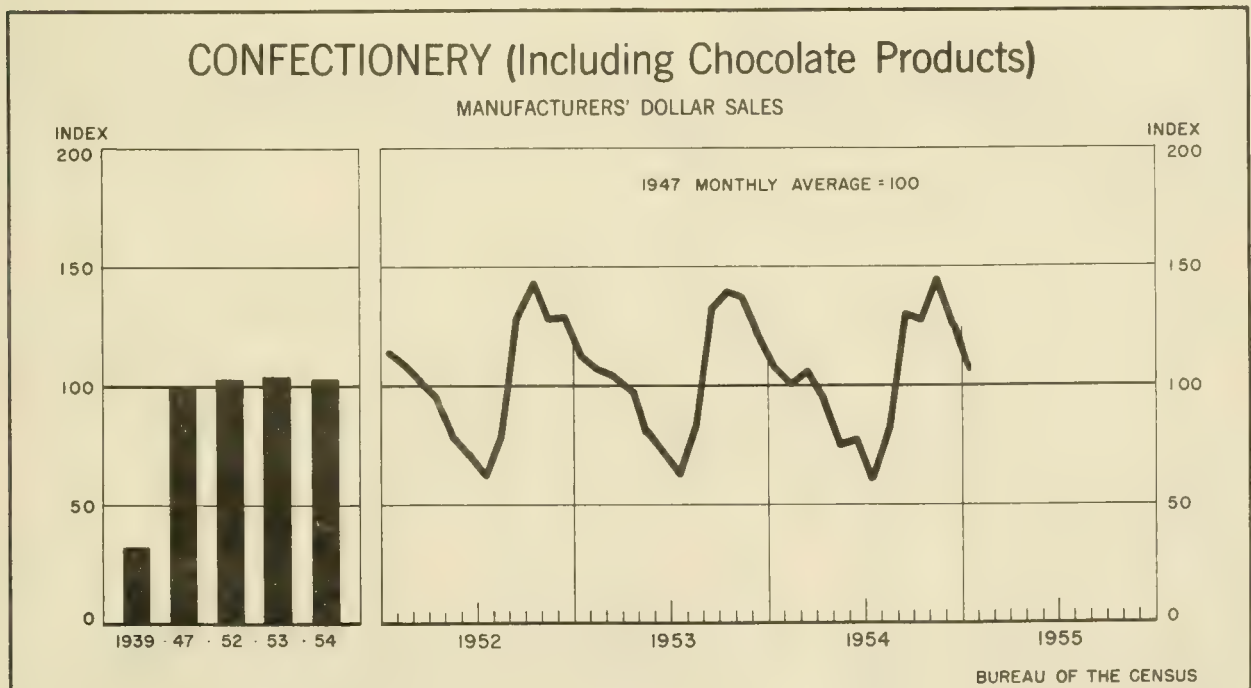
CONFECTIONERY (Including Chocolate Products)

JANUARY 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$84,542,000 in January 1955. This was a decrease of 15 percent from December 1954 and a decrease of 2 percent from last year's January total. Sales of manufacturer-wholesalers at \$66,574,000 were 5 percent above December 1954 but 2 percent below January 1954. Manufacturer-retailers' estimated sales in January 1955 decreased 74 percent from December 1954 but were up 5 percent from January last year.

Reports from a selected group of large manufacturers indicated that for January 1955 poundage sales were 5 percent below last year's level while dollar sales remained virtually unchanged. Poundage sales of bar goods were down 11 percent but poundage sales of package goods retailing above 50 cents per pound were down only 1 percent compared to January 1954.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowances has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for January: 106)

Prepared by the Bureau of the Census, Industry Division, Food Section

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons			Percent change	
		January 1955 (add 000)	December 1954 (add 000)	January 1954 (add 000)	January 1955 from December 1954	January 1955 from January 1954
Confectionery and competitive chocolate products, estimated total.....	1,141	\$84,542	\$99,814	\$86,289	-15	-2
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	911	66,574	63,685	67,791	+5	-2
Manufacturer-retailers ²	218	6,766	25,912	6,440	-74	+5
Chocolate manufacturers.....	12	11,202	10,217	12,058	+10	-7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES						
New England.....	73	8,922	9,332	8,671	-4	+3
Middle Atlantic.....	252	19,798	16,634	19,845	+19	(3)
New York and New Jersey.....	133	10,823	9,420	9,492	+15	+4
Pennsylvania.....	119	8,975	7,214	10,353	+24	-13
East North Central.....	164	24,876	24,550	24,897	+1	(3)
Illinois.....	76	20,884	19,676	20,567	+6	+2
Ohio and Indiana.....	52	2,683	3,570	2,801	-25	-
Michigan and Wisconsin.....	36	1,309	1,304	1,529	(3)	-14
West North Central.....	61	1,527	1,467	3,207	+4	-52
Minnesota, Kansas, South Dakota, and Nebraska.....	33	854	848	983	+1	-13
Iowa and Missouri.....	28	673	619	2,224	+9	-70
South Atlantic.....	97	3,165	3,038	2,973	+4	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,255	1,355	1,240	-7	+1
Georgia and Florida.....	37	1,910	1,683	1,733	+13	+10
East South Central						
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,390	1,628	1,336	-15	+4
West South Central						
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,618	2,118	2,713	+24	-4
Mountain						
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	523	727	512	-28	+2
Pacific.....	100	3,755	4,191	3,637	-10	+3
California.....	75	3,021	3,205	2,913	-6	+4
Washington and Oregon.....	25	734	986	724	-26	+1

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.

²Retailers with 2 or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	January 1955			January 1954			Percent change January 1955 from January 1954	
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average Value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	100,433	\$42,931	...	105,395	\$43,047	...	-5	(2)
Packaged goods made to retail at:								
\$1.00 or more per pound....	4,615	6,202	\$1.344	5,288	6,486	\$1.227	-13	-4
\$0.50 to \$0.99 per pound....	10,012	5,590	0.558	9,506	4,722	0.497	+5	+18
Less than \$0.50 per pound..	13,752	3,399	0.247	13,587	3,396	0.250	+1	(3)
Bar goods.....	44,310	19,352	0.437	50,044	20,231	0.404	-11	-4
Bulk goods ³	18,798	4,863	0.259	18,185	4,971	0.273	+3	-2
5¢ and 10¢ specialties.....	8,946	3,525	0.394	8,785	3,241	0.369	+2	+9

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

²Less than 0.5 percent change.

³Includes penny goods.

FACTS FOR INDUSTRY

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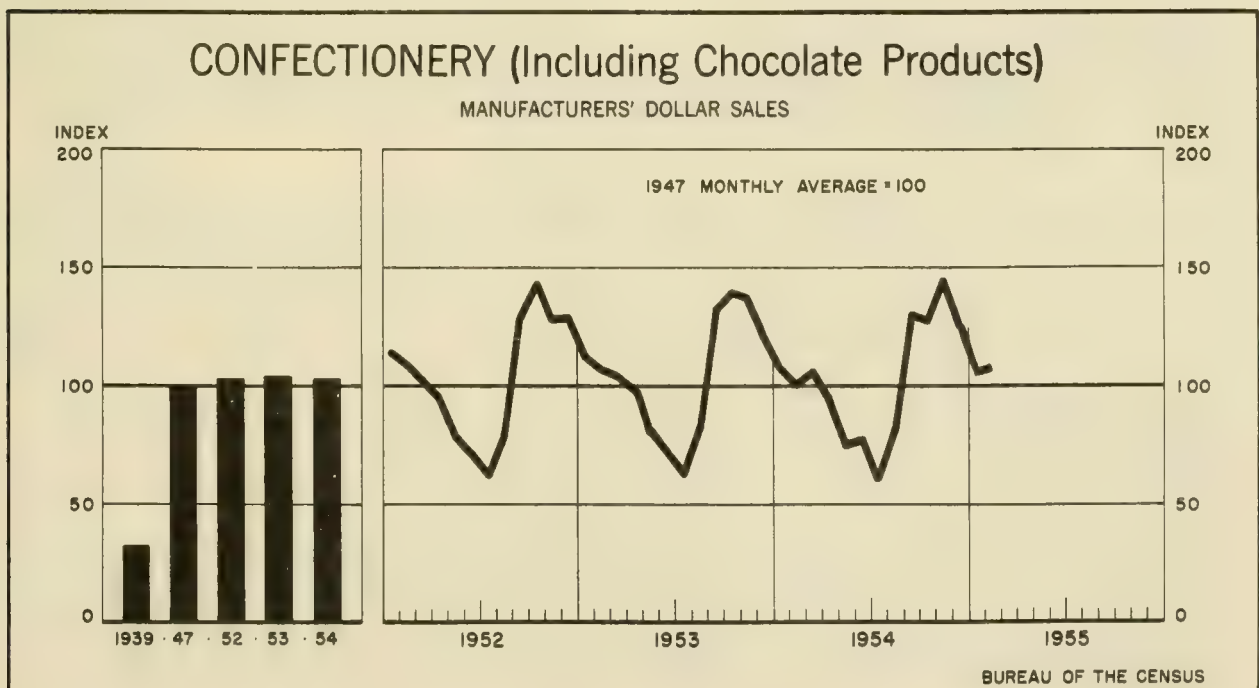
SERIES: M16C-25

CONFECTIONERY (Including Chocolate Products) FEBRUARY 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$85,256,000 in February 1955. This was an increase of 1 percent from January 1955 and 7 percent from last year's February total. Sales of manufacturer-wholesalers at \$63,450,000 were 5 percent below January 1955 but 6 percent above February 1954. Manufacturer-retailers' estimated sales in February 1955 increased 58 percent from January 1955 but only 24 percent from February last year.

Reports from a selected group of large manufacturers indicated that for the first 2 months of 1955 poundage sales were 2 percent below last year's level while dollar sales were 3 percent higher. Poundage sales of bar goods were down 7 percent but poundage sales of package goods retailing above 50 cents per pound were up 2 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowances have been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for February: 107)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		February 1955 (add 000)	January 1955* (add 000)	February 1954* (add 000)	Percent change		2 months 1955 (add 000)	Percent change from 2 months 1954
					February 1955 from January 1955	February 1955 from February 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$85,256	*\$84,645	\$79,619	+1	+7	169,901	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	63,450	66,563	59,998	-5	+6	130,013	+2
Manufacturer-retailers ²	218	10,329	*6,547	8,342	+58	+24	16,876	+7
Chocolate manufacturers.....	12	11,477	*11,535	11,279	-1	+2	23,012	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	7,430	*8,874	6,716	-16	+11	16,304	+3
Middle Atlantic.....	252	18,860	19,798	17,991	-5	+5	38,658	+4
New York and New Jersey.....	133	11,456	10,823	9,896	+6	+16	22,279	+18
Pennsylvania.....	119	7,404	8,975	8,095	-18	-9	16,379	-11
East North Central.....	164	25,616	*24,913	24,172	+3	+6	50,529	+4
Illinois.....	76	21,919	*20,895	20,813	+5	+5	42,814	+5
Ohio and Indiana.....	52	2,398	*2,709	2,025	-11	+18	5,107	-3
Michigan and Wisconsin.....	36	1,299	1,309	1,334	-1	-3	2,608	-6
West North Central.....	61	1,400	1,527	1,702	-8	-18	2,927	-38
Minnesota, Kansas, South Dakota, and Nebraska....	33	750	854	946	-12	-21	1,604	-12
Iowa and Missouri.....	28	650	673	756	-3	-14	1,323	-55
South Atlantic.....	97	2,721	3,165	2,331	-14	+17	5,886	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,223	1,255	1,171	-3	+4	2,478	(³)
Georgia and Florida.....	37	1,498	1,910	1,160	-22	+29	3,408	+12
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,481	1,390	1,257	+7	+18	2,871	+6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,633	2,618	1,492	-38	+9	4,251	(³)
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	447	523	404	-15	+11	970	+6
Pacific.....	100	3,862	3,755	3,933	+3	-2	7,617	+3
California.....	75	3,186	3,021	3,162	+5	+1	6,207	+5
Washington and Oregon.....	25	676	734	771	-8	-12	1,410	-4

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	February 1955			February 1954			First 2 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	100,970	\$39,935	...	99,436	\$37,775	...	201,403	204,831	-2	\$82,866	\$80,822	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	2,046	2,026	\$0.990	2,107	2,158	\$1.024	6,661	7,395	-10	8,228	8,644	-5
\$0.50 to \$0.99 per pound	10,009	5,738	0.573	9,167	4,836	0.528	20,021	18,673	+7	11,328	9,558	+19
Less than \$0.50 per pound.....	15,120	4,054	0.268	15,303	3,841	0.251	28,872	28,890	(²)	7,453	7,237	+3
Bar goods.....	45,724	19,838	0.434	46,369	19,046	0.411	90,034	96,413	-7	39,190	39,277	(²)
Bulk goods ²	18,854	4,578	0.243	17,415	4,526	0.260	37,652	35,600	+6	9,441	9,497	-1
5¢ and 10¢ specialties....	9,217	3,701	0.402	9,075	3,368	0.371	18,163	17,860	+2	7,226	6,639	+9

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

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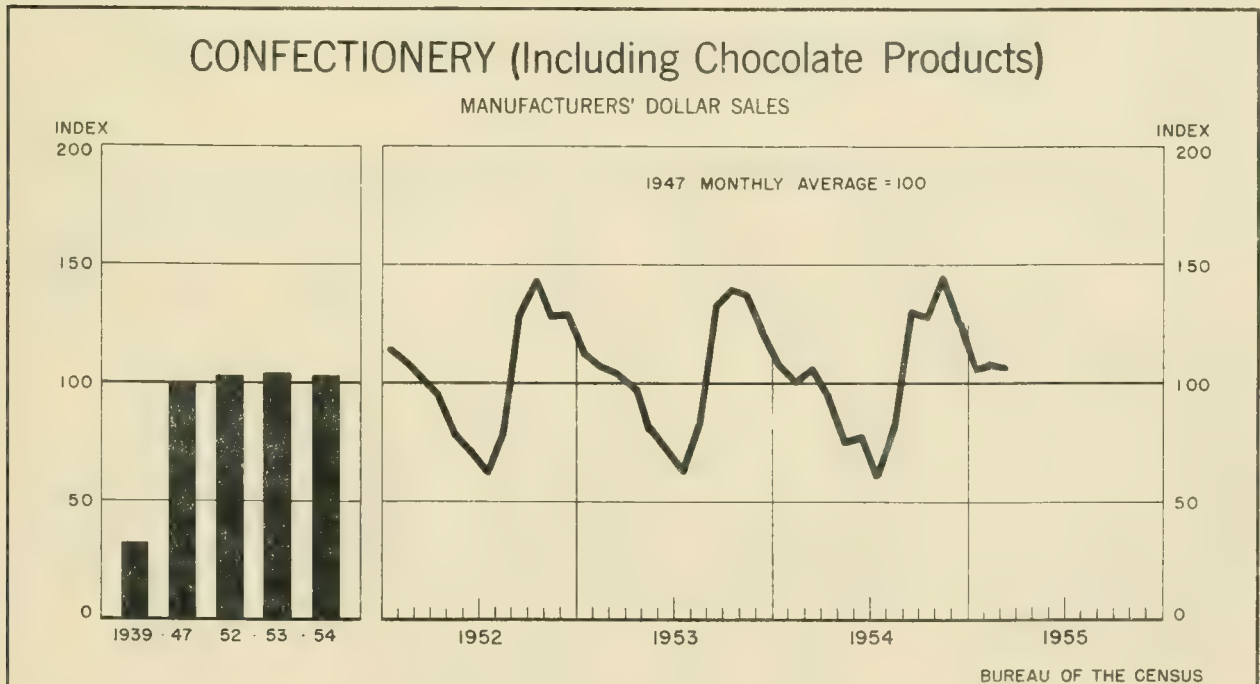
SERIES: M16C-35

CONFECTIONERY (Including Chocolate Products) MARCH 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$83,611,000 in March 1955. This was a decrease of 2 percent from February 1955 but virtually the same as last year's March total. Sales of manufacturer-wholesalers at \$64,377,000 were 1 percent above February 1955 but 3 percent below March 1954. Manufacturer-retailers' estimated sales in March 1955 decreased 27 percent from February 1955 but increased 21 percent over March last year.

Reports from a selected group of large manufacturers indicated that for the first 3 months of 1955 poundage sales were 2 percent below last year's level while dollar sales were 1 percent higher. Poundage sales of bar goods were down 6 percent but poundage sales of package goods retailing above 50 cents per pound were virtually unchanged compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowances has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for March: 105)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		March 1955 (add 000)	February 1955 (add 000)	March 1954 (add 000)	Percent change		1955 (add 000)	Percent change from 1954
					March 1955 from February 1955	March 1955 from March 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$83,611	*\$85,277	\$83,931	-1	-	\$253,533	-1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	64,377	*63,439	66,669	+1	-3	194,379	-
Manufacturer-retailers ²	218	7,586	*10,358	6,280	-17	+21	24,491	+8
Chocolate manufacturers.....	12	11,648	*11,480	10,982	+1	-	34,672	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	7,896	7,430	7,389	-4	-4	24,185	-1
Middle Atlantic.....	252	19,525	18,860	21,225	+4	-8	58,183	-1
New York and New Jersey.....	133	11,433	11,456	12,009	-	-5	33,712	+10
Pennsylvania.....	119	8,092	7,404	9,216	+9	-12	24,471	-11
East North Central.....	164	24,293	*25,605	24,834	-5	-2	74,811	+1
Illinois.....	76	21,184	*21,908	21,855	-3	-3	63,987	+2
Ohio and Indiana.....	52	1,998	2,398	1,956	-17	+2	7,105	-7
Michigan and Wisconsin.....	36	1,111	1,299	1,023	-14	+9	3,729	-
West North Central.....	61	1,408	1,400	1,863	+1	-24	4,335	-32
Minnesota, Kansas, South Dakota, and Nebraska....	33	772	750	1,064	+3	-27	2,376	-14
Iowa and Missouri.....	28	636	650	799	-2	-20	1,959	-44
South Atlantic.....	97	3,085	2,721	2,823	+13	+9	8,971	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	40	1,371	1,223	1,359	+12	+1	3,849	-1
Georgia and Florida.....	37	1,714	1,498	1,464	+14	+17	5,122	+10
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,306	1,481	1,270	-11	-	4,207	+1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	45	2,117	1,933	2,064	+30	-1	6,132	-1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	486	447	442	-	-1	1,475	-
Pacific.....	100	4,261	3,862	4,563	+10	-7	11,878	+1
California.....	75	3,461	3,186	3,778	+9	-8	9,668	+1
Washington and Oregon.....	25	800	676	785	+18	+2	2,210	-10

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1954, except retail outlets with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product	March 1955			March 1954			First 3 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change from 1954	1955	1954	Percent change from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	99,346	\$40,633	...	102,830	\$40,888	...	301,249	307,661	-5	\$123,499	\$121,710	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	3,242	3,416	\$1.115	3,539	3,775	\$1.067	9,903	10,934	-9	11,844	12,401	-5
\$0.50 to \$0.99 per pound	8,538	4,932	0.578	8,682	4,650	0.536	28,554	27,355	+4	16,260	14,208	+14
Less than \$0.50 per pound.....	14,821	3,943	0.266	14,222	3,690	0.259	43,693	43,112	+1	11,396	10,927	+4
Bar goods.....	47,995	20,496	0.427	50,006	20,715	0.414	138,029	146,419	-6	59,686	58,301	-1
Bulk goods ²	15,790	4,001	0.253	16,543	4,365	0.264	53,442	52,143	+2	13,442	13,862	-3
5% and 10% specialties....	9,460	3,645	0.385	9,838	3,693	0.375	27,623	27,698	-	10,871	10,302	+6

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: June 6, 1955

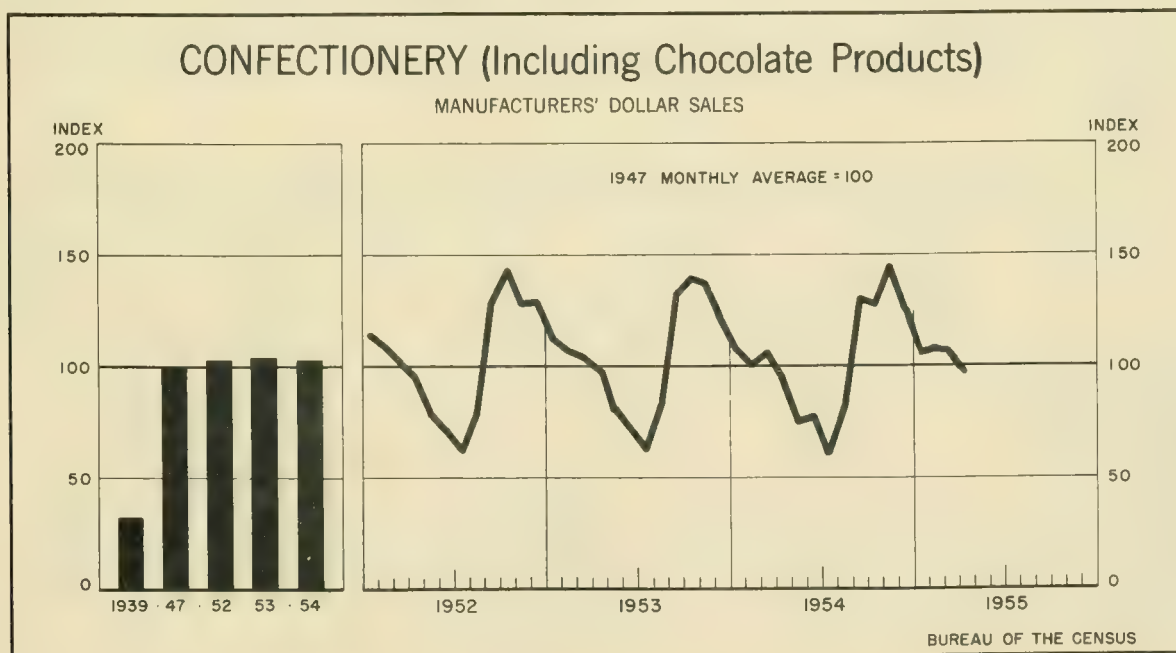
SERIES: M16C-45

CONFECTIONERY (Including Chocolate Products) APRIL 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$77,022,000 in April 1955. This was a decrease of 8 percent from March 1955 but an increase of 3 percent from last year's April total. Sales of manufacturer-wholesalers at \$55,770,000 were 13 percent below March 1955 but 1 percent above April 1954. Manufacturer-retailers' estimated sales in April 1955 increased 69 percent from March 1955 but only 17 percent from April last year.

Reports from a selected group of large manufacturers indicated that for the first 4 months of 1955 poundage sales were 2 percent below last year's level while dollar sales were 2 percent higher. Poundage sales of bar goods were down 5 percent but poundage sales of package goods retailing above 50 cents per pound were up 2 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for April: 97)

Prepared by Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		April 1955 (add 000)	March 1955 (add 000)	April 1954 (add 000)	Percent change		4 months 1955 (add 000)	Percent change 4 months 1954
					April 1955 from March 1955	April 1955 from April 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$77,022	*\$83,644	\$74,768	-8	+3	330,588	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	55,770	*64,386	55,320	-13	+1	250,158	(³)
Manufacturer-retailers ²	218	12,898	*7,610	10,996	+69	+17	37,413	+7
Chocolate manufacturers.....	12	8,354	11,648	2,452	-28	-1	43,017	(³)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	6,410	7,896	6,218	-19	+3	30,610	+1
Middle Atlantic.....	292	16,834	*19,526	16,518	-14	+2	75,018	+1
New York and New Jersey.....	133	10,279	11,433	9,350	-10	+10	43,991	+11
Pennsylvania.....	119	6,555	*8,093	7,168	-19	-9	31,027	-10
East North Central.....	164	22,135	*24,294	21,383	-9	+4	96,947	+2
Illinois.....	76	18,870	*21,185	18,606	-11	+1	82,858	+2
Ohio and Indiana.....	51	2,066	1,948	1,869	+3	+11	9,171	-7
Michigan and Wisconsin.....	36	1,199	1,111	908	+8	+32	4,918	+7
West North Central.....	61	1,115	1,408	1,573	-21	-29	5,450	-30
Minnesota, Kansas, South Dakota, and Nebraska....	33	565	772	813	-27	-31	2,941	-16
Iowa and Missouri.....	28	550	636	760	-14	-28	2,509	-42
South Atlantic.....	97	2,751	3,085	2,476	-11	+11	11,722	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,135	1,371	1,086	-17	+5	4,984	-1
Georgia and Florida.....	37	1,616	1,714	1,390	-6	+16	6,738	+8
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,046	1,306	975	-20	+7	5,223	(³)
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	45	1,664	2,117	1,827	-21	-9	8,032	-5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	475	486	445	-2	+7	1,931	+5
Pacific.....	100	3,340	*4,268	3,905	-22	-14	15,225	-2
California.....	75	2,742	*3,468	3,105	-21	-12	12,417	-1
Washington and Oregon.....	25	598	800	800	-25	-25	2,808	-5

¹Revised.²Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.³Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.⁴Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1955			April 1954			First 4 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1-55	1-54	Percent change 1-55 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	28,475	\$35,053	...	88,015	\$34,372	...	389,724	395,676	-2	\$158,552	\$156,082	+2
Packaged goods made to retail at:												
\$1.00 or more per pound	2,424	3,750	\$1.112	3,221	3,408	\$1.058	12,825	14,155	-9	15,094	15,827	-5
\$0.50 to \$0.99 per pound	6,567	3,629	0.553	5,673	3,030	0.534	35,126	33,028	+6	19,889	17,238	+15
Less than \$0.50 per pound.....	14,374	3,643	0.253	13,457	3,379	0.251	58,067	56,569	+3	15,039	14,306	+5
Bar goods.....	42,248	17,786	0.421	42,399	17,335	0.409	180,277	188,818	-5	77,472	77,327	(²)
Bulk goods ²	13,821	3,522	0.255	14,673	4,026	0.274	67,263	66,816	+1	16,964	17,886	-5
5¢ and 10¢ specialties....	8,543	3,223	0.377	8,592	3,194	0.372	36,166	36,290	(²)	14,000	13,496	+

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Less than 0.5 percent change.³Includes penny goods.

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FACTS FOR INDUSTRY

FOR RELEASE: July 5, 1955

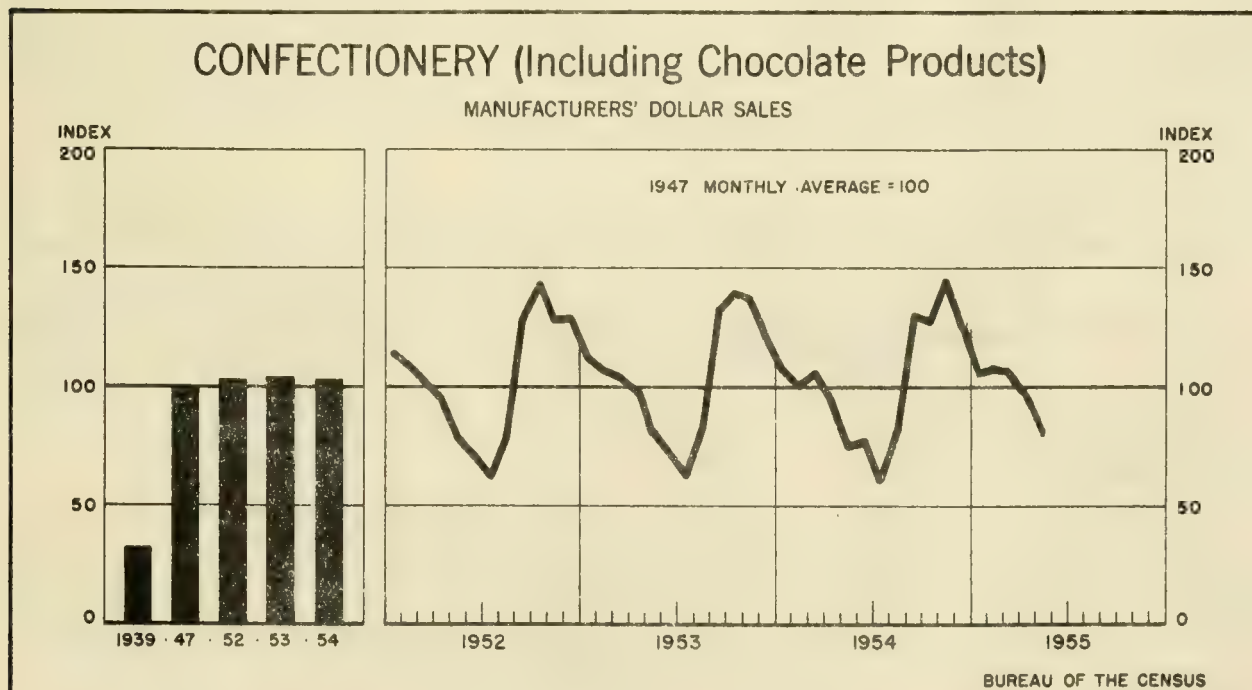
SERIES: M16C-55

CONFECTIONERY (Including Chocolate Products) MAY 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$62,409,000 in May 1955. This was a decrease of 19 percent from April 1955 but an increase of 5 percent from last year's May total. Sales of manufacturer-wholesalers at \$48,340,000 were 13 percent below April 1955 but 4 percent above May 1954. Manufacturer-retailers' estimated sales in May 1955 decreased 43 percent from April 1955 but increased 6 percent from May last year.

Reports from a selected group of large manufacturers indicated that for the first 5 months of 1955 poundage sales were 1 percent below last year's level while dollar sales were 2 percent higher. Poundage sales of bar goods were down 4 percent but poundage sales of package goods retailing above 50 cents per pound were up 4 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for May: 78)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		May 1955 (add 000.)	April 1955 (add 000)	May 1954 (add 000)	Percent change		5 months 1955 (add 000)	Percent change from 5 months 1954
					May 1955 from April 1955	May 1955 from May 1954		
Confectionery and competitive chocolate products, estimated total.....	1,241	\$62,409	*\$76,950	\$59,390	-19	+5	\$392,925	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	48,340	*55,769	46,268	-13	+4	298,497	+1
Manufacturer-retailers ²	218	7,312	12,898	6,768	-42	+8	44,725	+6
Chocolate manufacturers.....	12	6,757	*8,283	6,354	-18	+6	49,703	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	5,233	6,410	4,579	-18	+14	35,843	+2
Middle Atlantic.....	252	15,811	16,834	14,507	-6	+9	90,829	+3
New York and New Jersey.....	133	10,193	10,279	8,754	-1	+16	54,184	+13
Pennsylvania.....	119	5,618	6,555	5,753	-14	-2	36,645	-9
East North Central.....	164	18,366	22,135	18,346	-17	(3)	115,313	+1
Illinois.....	76	16,016	18,870	16,047	-15	(3)	98,874	+2
Ohio and Indiana.....	52	1,636	2,066	1,486	-21	+10	10,807	-7
Michigan and Wisconsin.....	26	624	1,199	813	-40	-12	5,632	+5
West North Central.....	61	1,383	1,115	1,415	-3	-24	6,533	-28
Minnesota, Kansas, South Dakota, and Nebraska....	33	345	365	687	-4	-21	3,486	-15
Iowa and Missouri.....	28	538	550	728	-2	-26	3,047	-39
South Atlantic.....	97	2,323	*2,750	2,063	-16	+13	14,064	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	962	*1,134	1,039	-15	-7	5,945	-3
Georgia and Florida.....	37	1,361	1,616	1,024	-16	+33	8,099	+10
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	967	1,046	897	-8	+8	6,190	(3)
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	910	1,664	974	-45	-7	8,942	-6
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	363	475	362	-24	(3)	2,294	+4
Pacific.....	100	3,284	3,340	3,125	-2	+5	18,509	(3)
California.....	75	2,755	2,742	2,587	(3)	+6	15,172	+1
Washington and Oregon.....	25	529	598	538	-12	-2	3,337	-4

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1955			May 1954			First 5 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	77,282	\$29,091	...	70,541	\$28,064	...	467,006	472,217	-1	\$187,643	\$184,146	+2
Packaged goods made to retail at:												
\$1.00 or more per pound	1,474	1,507	\$1.019	1,628	1,639	\$1.007	14,304	15,783	-9	16,001	17,466	-5
\$0.50 to \$0.99 per pound	5,279	3,267	0.546	4,617	2,416	0.523	41,105	37,645	+9	23,156	19,654	+18
Less than \$0.50 per pound.....	13,412	3,402	0.254	13,890	3,275	0.236	71,479	70,459	+1	18,441	17,581	+5
Bar goods.....	35,649	14,636	0.411	36,025	14,466	0.402	215,926	224,843	-4	92,108	91,793	(2)
Bulk goods.....	12,434	3,071	0.247	11,992	3,129	0.261	79,697	78,808	+1	20,035	21,017	-5
5¢ and 10¢ specialties...	8,529	3,208	0.385	8,389	3,139	0.374	44,495	44,679	(2)	17,302	16,635	+4

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting detail account for approximately half of the total dollar sales of manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

AUG 8 1955

FOR RELEASE: August 4, 1955

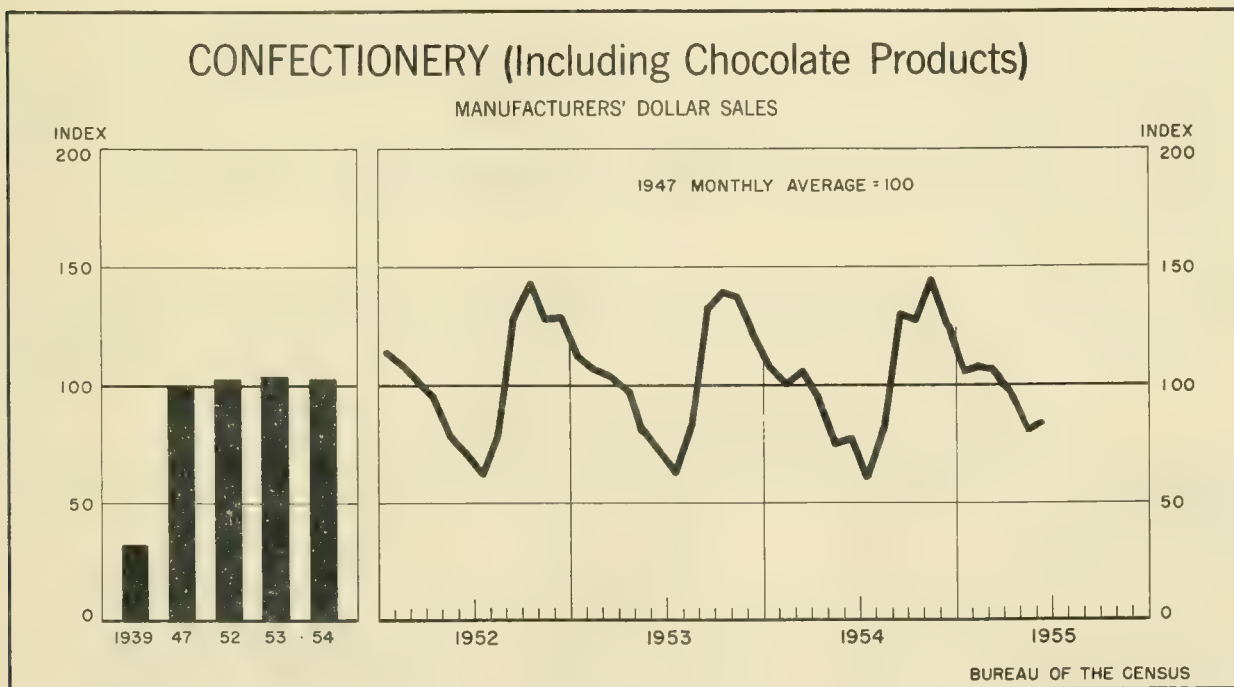
SERIES: M16C-65

CONFECTIONERY (Including Chocolate Products) JUNE 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$65,418,000 in June 1955. This was an increase of 5 percent from May 1955 and an increase of 7 percent from last year's June total. Sales of manufacturer-wholesalers at \$52,119,000 were 8 percent above May 1955 and 6 percent above June 1954. Manufacturer-retailers' estimated sales in June 1955 decreased 14 percent from May 1955 but increased 14 percent from June last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 6 months of 1955 poundage sales were virtually the same as last year's level while dollar sales were 3 percent higher. Poundage sales of bar goods were down 2 percent but poundage sales of package goods retailing above 50 cents per pound were up 7 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for June 82)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		June 1955 (add 000)	May 1955 (add 000)	June 1954 (add 000)	Percent change		6 months 1955 (add 000)	Percent change from 6 months 1954
					June 1955 from May 1955	June 1955 from June 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$65,418	*\$62,435	\$61,415	+5	+7	458,369	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	52,119	*48,366	48,943	+8	+6	350,642	+2
Manufacturer-retailers ²	218	6,252	7,312	5,496	-14	+14	50,977	+6
Chocolate manufacturers.....	12	7,047	6,757	6,976	+4	+1	56,750	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	5,106	*5,208	5,100	-2	(³)	40,924	+2
Middle Atlantic.....	252	17,034	15,822	15,303	+8	+11	107,874	+4
New York and New Jersey.....	133	11,283	10,193	9,689	+11	+16	65,467	+13
Pennsylvania.....	119	5,751	*5,629	5,614	+2	+2	42,407	-8
East North Central.....	164	20,399	*18,403	18,871	+11	+8	135,749	+2
Illinois.....	76	18,121	*16,053	16,542	+13	+10	117,032	+3
Ohio and Indiana.....	52	1,615	1,636	1,571	-1	+3	12,422	-6
Michigan and Wisconsin.....	36	663	714	758	-7	-13	6,295	+3
West North Central.....	61	1,189	1,083	1,387	+10	-14	7,722	-26
Minnesota, Kansas, South Dakota, and Nebraska....	33	624	545	662	+14	-6	4,110	-14
Iowa and Missouri.....	28	565	538	725	+5	-22	3,612	-37
South Atlantic.....	97	2,317	2,323	2,273	(³)	+2	16,361	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,069	962	1,065	+11	(³)	7,014	-3
Georgia and Florida.....	37	1,243	1,361	1,208	-8	+3	9,347	+9
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,093	967	1,007	+13	+9	7,283	+1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	991	910	930	+9	+7	9,933	-5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	384	363	392	+6	-2	2,678	+3
Pacific.....	100	3,606	*3,287	3,680	+10	-2	22,118	(³)
California.....	75	3,010	*2,757	3,085	+9	-2	18,184	+1
Washington and Oregon.....	25	596	*530	595	+12	(³)	3,934	-3

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	June 1955			June 1954			First 6 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	85,592	\$22,041	...	74,446	\$29,195	...	*552,689	551,663	(²)	*\$219,775	\$213,341	+3
Packaged goods made to retail at:												
\$1.00 or more per pound	1,278	1,373	\$1.074	1,284	1,269	\$0.988	15,582	17,067	-9	17,974	18,735	-4
\$0.50 to \$0.99 per pound	6,541	3,550	0.543	4,386	2,298	0.524	47,646	42,031	+13	26,706	21,952	+20
Less than \$0.50 per pound.....	14,346	3,553	0.248	13,427	3,391	0.253	85,825	83,886	+2	21,994	20,972	+5
Bar goods.....	40,428	16,604	0.411	37,707	15,232	0.404	*256,445	262,550	-2	*108,753	107,025	+2
Bulk goods ³	13,207	3,290	0.249	12,602	3,300	0.262	92,904	91,410	+2	23,325	24,317	-4
5¢ and 10¢ specialties....	9,792	3,721	0.380	10,040	3,705	0.369	54,287	54,719	-1	21,023	20,340	+3

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: September 6, 1955

SERIES: M16C-75

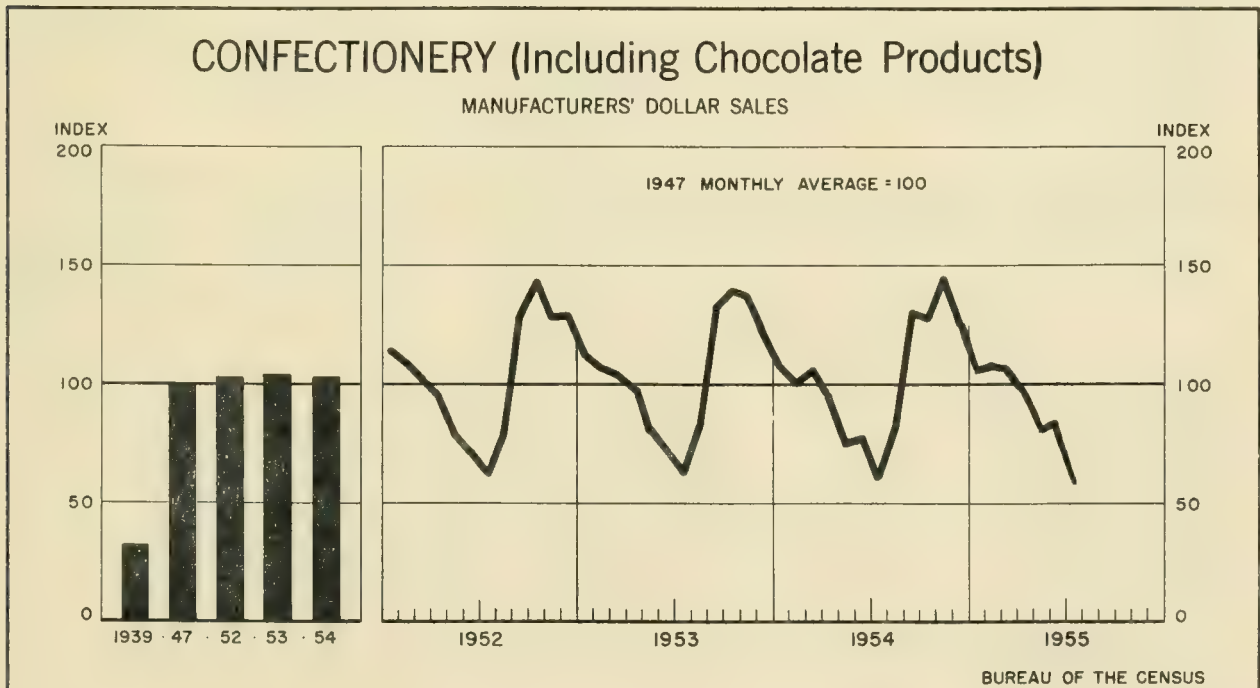
CONFECTIONERY (Including Chocolate Products)

JULY 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$47,134,000 in July 1955. This was a decline of 28 percent from June 1955 and 3 percent from last year's July total. Sales of manufacturer-wholesalers at \$37,798,000 were also 28 percent below June 1955 but only 1 percent below July 1954. Manufacturer-retailers' estimated sales in July 1955 decreased 37 percent from June 1955 and 12 percent from July last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 7 months of 1955 poundage sales were virtually the same as last year's level while dollar sales were 2 percent higher. Poundage sales of bar goods were down 2 percent but poundage sales of package goods retailing above 50 cents per pound were up 4 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for July: 59.2)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		July 1955 (add 000)	June 1955 (add 000)	July 1954 (add 000)	Percent change		7 months 1955 (add 000)	Percent change from 7 months 1954
					July 1955 from June 1955	July 1955 from July 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$47,134	*\$65,623	\$48,719	-28	-3	\$505,708	+2
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	37,798	52,148	38,353	-28	-1	482,439	+1
Manufacturer-retailers.....	218	4,778	6,251	5,197	-24	-8	55,754	+5
Chocolate manufacturers.....	12	4,558	*7,224	5,169	-37	-12	62,085	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	3,118	5,106	3,149	-34	-1	44,042	+1
Middle Atlantic.....	152	12,021	*17,039	13,397	-29	-10	114,408	-8
New York and New Jersey.....	153	8,529	*11,284	9,621	-24	-11	73,997	+1
Pennsylvania.....	119	3,492	*5,755	3,777	-35	-8	45,903	-1
East North Central.....	164	15,169	20,425	14,898	-26	+2	150,944	+2
Illinois.....	76	13,553	*18,123	13,331	-25	+2	130,587	+3
Ohio and Indiana.....	52	1,193	*1,639	1,118	-27	+7	13,639	-5
Michigan and Wisconsin.....	36	423	663	449	-36	-6	6,718	+3
West North Central.....	61	875	*1,176	816	-26	+7	8,584	-24
Minnesota, Kansas, South Dakota, and Nebraska....	33	382	624	349	-39	+9	4,492	-12
Iowa and Missouri.....	28	493	*552	467	-11	+6	4,092	-34
South Atlantic.....	97	2,234	*2,328	2,005	-4	+11	18,606	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	918	*1,080	951	-15	-3	7,943	-3
Georgia and Florida.....	37	1,316	1,248	1,054	+5	+25	10,663	+11
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	46	805	1,093	744	-26	+8	8,388	+2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	713	991	610	-28	+17	10,640	-3
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	265	384	253	-31	+5	2,943	-3
Pacific.....	100	2,598	3,606	2,481	-28	+5	24,716	+3
California.....	75	2,141	3,010	2,049	-29	+4	20,325	+1
Washington and Oregon.....	25	457	596	432	-23	+6	4,391	-3

*Revised.

¹Represent all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	July 1955			July 1954			First 7 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	61,423	\$23,860	...	61,423	\$23,860	...	614,123	616,626	(²)	\$242,170	\$237,201	+2
Packaged goods made to retail at:												
\$1.00 or more per pound	4,955	935	\$1.037	9,499	821	\$0.967	16,484	17,916	-8	18,909	19,556	-3
\$0.50 to \$0.99 per pound	3,958	2,211	0.559	5,431	2,960	0.545	51,604	47,462	+9	28,917	24,912	+16
Less than \$0.50 per pound.....	10,445	1,815	0.256	11,638	2,263	0.255	96,770	95,524	+1	24,799	23,935	+4
Bar goods.....	28,625	11,296	0.395	28,586	11,325	0.396	285,070	291,136	-2	120,049	118,350	+1
Bulk goods.....	9,955	2,483	0.249	10,545	2,878	0.273	102,859	101,955	+1	25,808	27,195	-5
5¢ and 10¢ specialties....	7,049	2,665	0.378	7,914	2,913	0.368	61,336	62,633	-2	23,688	23,253	+2

¹Excludes candy.²A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting retail account for approximately half of the total dollar sales of manufacturers.³Less than 0.5 percent change.⁴Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: October 5, 1955

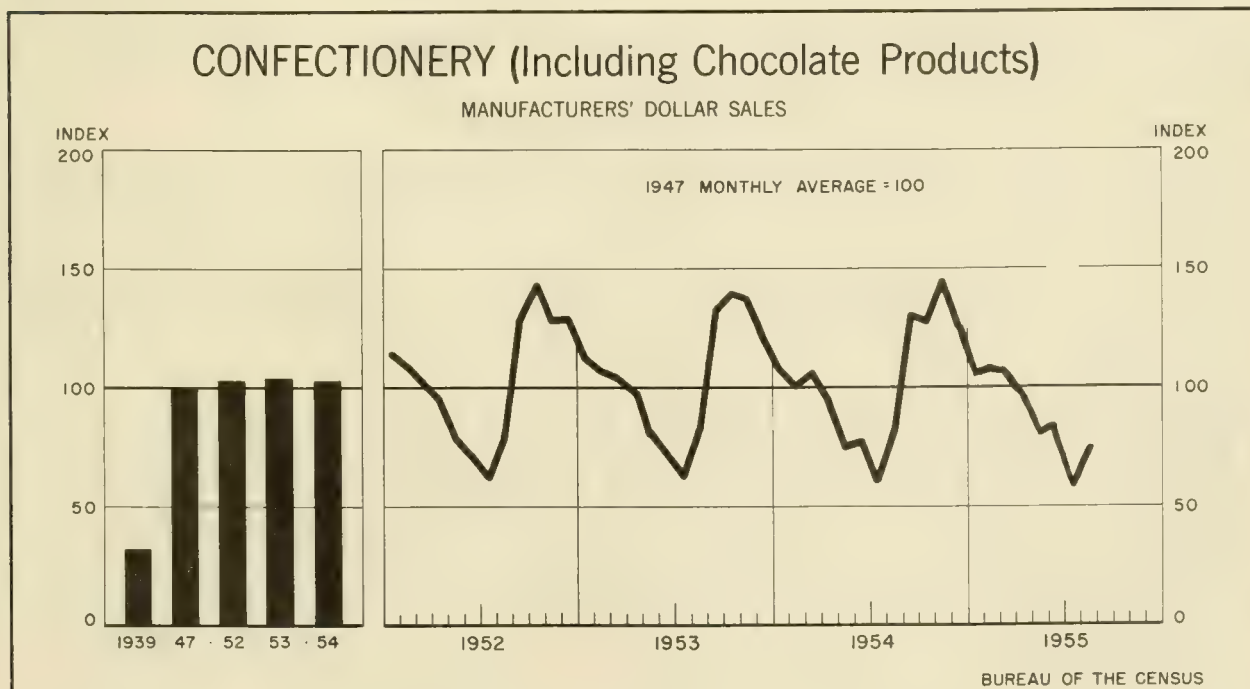
SERIES: M16C-85

CONFECTIONERY (Including Chocolate Products) AUGUST 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$60,894,000 in August 1955. This was an increase of 29 percent from July 1955 but a decrease of 7 percent from last year's August total. Sales of manufacturer-wholesalers at \$48,304,000 were 28 percent above July 1955 but 4 percent below August 1954. Manufacturer-retailers' estimated sales in August 1955 increased 14 percent compared to July 1955 but decreased 11 percent compared to August last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 8 months of 1955 dollar sales were virtually the same as last year's level while poundage sales were 1 percent lower. Poundage sales of bar goods were down 3 percent but poundage sales of package goods retailing above 50 cents per pound were up 1 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for August 1955: 76.4)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D.C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Percent change		Percent change from 1954
		August 1955 (add 000)	July 1955 (add 000)	August 1954 (add 000)	Percent change				
					August 1955 from July 1955	August 1955 from August 1954			
Confectionery and competitive chocolate products, estimated total.....	1,141	\$60,894	*\$47,198	\$65,541	+27	-11	\$567,000	-	
BY KIND OF BUSINESS									
Manufacturer-wholesalers.....	911	48,304	37,852	50,115	+28	-4	437,161	+1	
Manufacturer-retailers ²	218	5,427	4,778	6,098	+14	-11	61,181	+3	
Chocolate manufacturers.....	12	7,163	*4,568	9,328	+57	-21	68,658	-3	
1. ESTIMATED SALES OF MANUFACTURER-WHOLESALENS BY DIVISION AND STATES									
New England.....	73	5,131	3,118	5,612	+63	-8	47,177	-1	
Middle Atlantic.....	152	14,845	12,021	15,768	+23	-6	134,745	+1	
New York and New Jersey.....	133	10,205	8,529	10,511	+20	-3	84,202	+2	
Pennsylvania.....	119	4,640	3,492	5,257	+33	-12	50,543	-8	
East North Central.....	164	18,832	*15,168	19,669	+24	-	169,775	+1	
Illinois.....	76	16,799	*13,552	17,608	+24	-5	147,385	+2	
Indiana.....	52	1,479	1,193	1,482	+24	-	15,118	-5	
Michigan and Wisconsin.....	36	554	423	579	+31	-4	7,272	+2	
West North Central.....	61	1,282	875	1,048	+47	+22	9,866	-25	
Minnesota, Kansas, South Dakota, and Nebraska.....	33	658	382	484	+49	+17	5,060	-10	
Iowa and Missouri.....	28	714	493	564	+45	+27	4,806	-29	
South Atlantic.....	97	2,492	*1,280	2,377	+9	+5	21,487	-7	
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	963	918	1,137	+5	-15	8,906	-4	
Georgia and Florida.....	37	1,529	*1,371	1,240	+11	+23	12,581	+16	
East South Central.....									
Kentucky, Tennessee, Alabama, and Mississippi.....	48	920	805	974	+13	-5	9,010	+1	
West South Central.....									
Arkansas, Louisiana, Oklahoma, and Texas.....	95	918	713	831	+28	+1	11,564	-2	
Mountain.....									
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	370	265	347	+40	+7	3,313	+4	
Pacific.....	100	3,512	2,598	3,488	+35	+1	28,228	-3	
California.....	75	2,907	2,141	2,889	+36	+1	23,232	-1	
Washington and Oregon.....	25	605	457	599	+32	-1	4,996	-2	

*Revised.

²Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.¹Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.²Less than 0.5 percent change.Table 2.--FOUNDAE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALENS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	August 1955			August 1954			First 8 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)		Percent change 1955 from 1954	Value (add 000)		Percent change 1955 from 1954
							1955	1954		1955	1954	
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	81,837	\$29,466	...	89,747	\$33,322	...	*695,975	706,373	-1	*\$271,645	\$270,523	-
Packaged goods made to retail at:												
\$1.00 or more per pound....	1,199	1,166	\$0.972	1,502	1,441	\$0.959	17,683	19,418	-9	20,075	20,997	-4
\$0.50 to \$0.99 per pound....	5,791	3,209	0.554	7,479	4,169	0.557	57,395	54,941	+4	32,126	29,081	+10
Less than \$0.50 per pound....	12,960	3,351	0.259	14,546	3,593	0.247	109,730	110,070	-3	28,150	27,528	+2
For gift sets.....	36,160	14,302	0.396	39,653	16,368	0.413	*321,245	330,789	-3	*134,360	134,718	-2
For candy.....	16,626	4,004	0.241	16,699	4,176	0.250	119,485	118,654	+1	29,612	31,371	-5
For candy specialties.....	9,101	3,434	0.377	9,868	3,575	0.362	70,437	72,501	-3	27,122	26,601	+2

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting²Amount account for approximately half of the total dollar sales of manufacturers.³Less than 0.5 percent change.⁴Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 2, 1955

SERIES: M16C-95

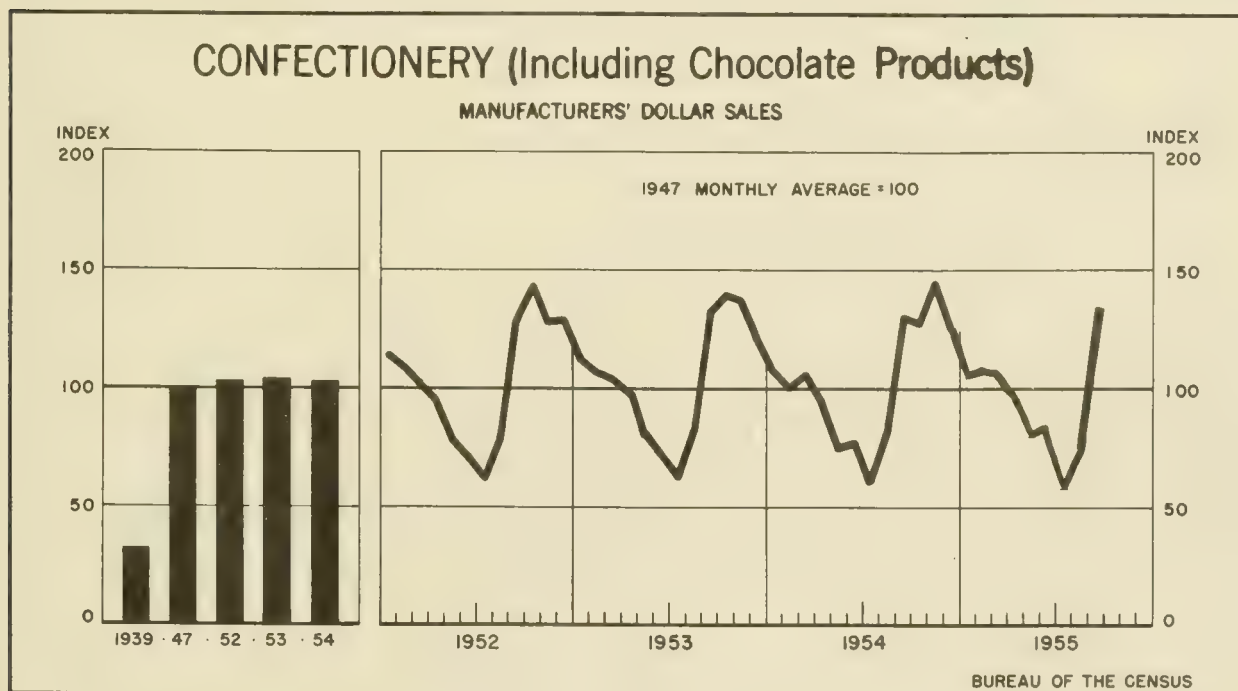
CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$106,237,000 in September 1955. This was an increase of 74 percent from August 1955 and 3 percent from last year's September total. Sales of manufacturer-wholesalers at \$82,703,000 were 71 percent above August 1955 and 3 percent above September 1954. Manufacturer-retailers' estimated sales in September 1955 increased 35 percent compared to August 1955 and 4 percent compared to September last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 9 months of 1955 poundage sales were virtually the same as last year's level while dollar sales were 1 percent higher. Poundage sales of bar goods were down 1 percent but poundage sales of package goods retailing above 50 cents per pound were up 2 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for September 1955: 133)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		September 1955 (add 000)	August 1955 (add 000)	September 1954 (add 000)	Percent change		9 months 1955* (add 000)	Percent change from 9 months 1954
					September 1955 from August 1955	September 1955 from September 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$106,237	*\$60,941	\$103,120	+74	+3	\$673,284	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	82,703	*48,308	80,491	+71	+3	519,868	+1
Manufacturer-retailers ²	218	7,379	*5,470	7,088	+35	+4	68,603	+4
Chocolate manufacturers.....	12	16,155	7,163	15,541	+126	+4	84,813	-2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	10,953	*5,135	10,669	+113	+3	60,130	+1
Middle Atlantic.....	252	24,378	14,845	23,504	+64	+4	159,123	+2
New York and New Jersey.....	133	14,759	10,205	13,803	+45	+7	98,961	+8
Pennsylvania.....	119	9,619	4,640	9,701	+107	-1	60,162	-7
East North Central.....	164	34,635	18,832	33,739	+84	+3	204,410	+2
Illinois.....	76	30,121	16,799	28,929	+79	+4	177,506	+2
Ohio and Indiana.....	52	3,177	1,479	3,587	+115	-11	18,295	-6
Michigan and Wisconsin.....	36	1,337	554	1,223	+141	+9	8,609	+3
West North Central.....	61	1,724	1,282	1,773	+34	-3	11,590	-18
Minnesota, Kansas, South Dakota, and Nebraska....	33	857	568	885	+51	-3	5,917	-9
Iowa and Missouri.....	28	867	714	888	+21	-2	5,673	-26
South Atlantic.....	97	3,275	2,492	2,433	+31	+12	24,762	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,220	963	1,323	+27	-8	10,126	-5
Georgia and Florida.....	37	2,055	1,529	1,610	+34	+28	14,636	+17
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,412	922	1,379	+53	+2	10,422	+1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	45	1,661	918	1,457	+81	+14	13,225	-1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	608	370	606	+64	3	3,921	+3
Pacific.....	100	4,057	3,512	4,431	+16	-8	32,285	-1
California.....	75	3,238	2,907	3,559	+11	-9	26,470	3
Washington and Oregon.....	25	819	605	872	+35	-6	5,815	-3

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1955			September 1954			First 9 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	138,456	\$54,747	...	130,056	\$52,537	...	834,431	836,429	²	326,392	\$323,060	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	4,637	4,624	\$0.497	4,601	4,527	\$0.484	22,320	24,019	-7	24,699	25,524	-3
\$0.50 to \$0.99 per pound	16,976	8,805	0.519	16,061	8,880	0.553	74,371	71,002	+5	40,931	37,961	+8
Less than \$0.50 per pound.....	22,071	5,621	0.255	19,996	4,892	0.245	131,801	130,066	+1	33,771	32,420	+4
Bar goods.....	61,044	25,330	0.415	53,959	22,863	0.424	382,289	384,748	-1	159,690	157,581	+1
Bulk goods.....	23,517	6,474	0.275	24,685	7,450	0.302	143,002	143,339	²	36,286	38,821	-7
5¢ and 10¢ specialties....	10,211	3,893	0.381	10,754	3,925	0.365	80,648	83,255	-3	31,015	30,753	+1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Less than 0.5 percent change.³Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: December 6, 1955

SERIES: M16C-105

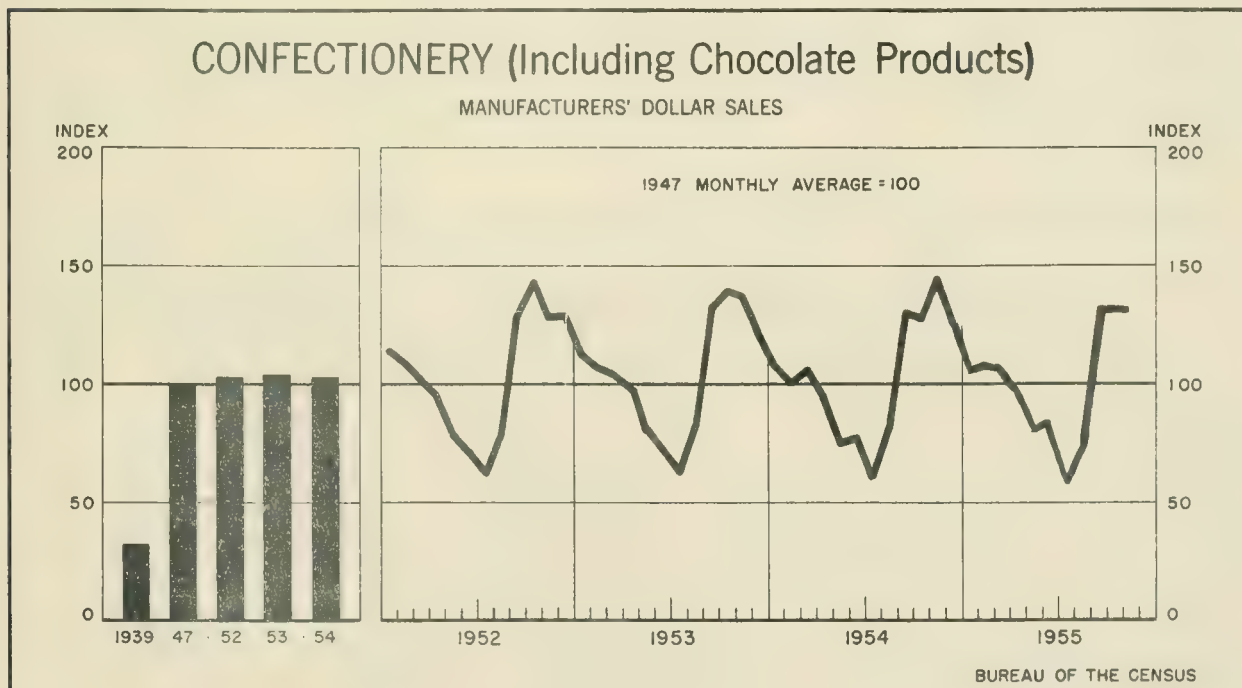
CONFECTIONERY (Including Chocolate Products)

OCTOBER 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$106,872,000 in October 1955. This was virtually the same as sales for September 1955 but 5 percent higher than last year's October total. Sales of manufacturer-wholesalers at \$84,292,000 were 2 percent above September 1955 and 5 percent above October 1954. Manufacturer-retailers' estimated sales in October 1955 increased 16 percent compared to September 1955 and 4 percent compared to October last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 10 months of 1955 poundage sales were 1 percent higher than last year's level while dollar sales were 2 percent higher. Poundage sales of bar goods were up 1 percent but poundage sales of package goods retailing above 50 cents per pound were up 3 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for October 1955: 134)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		October 1955 (add 000)	September 1955 (add 000)	October 1954 (add 000)	Percent change		10 months 1955 (add 000)	Percent change from 10 months 1954
					October 1955 from September 1955	October 1955 from October 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$106,872	*\$106,860	\$101,740	(³)	+5	780,063	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	84,292	82,857	80,596	+2	+5	604,067	+2
Manufacturer-retailers ²	218	8,595	7,379	8,291	+16	+4	77,198	+4
Chocolate manufacturers.....	12	13,985	*16,624	12,853	-16	+9	98,798	(³)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	9,897	10,953	9,659	-10	+2	70,027	+1
Middle Atlantic.....	252	22,567	24,378	21,399	-7	+5	181,690	+2
New York and New Jersey.....	133	13,835	14,759	12,310	-6	+12	112,796	+8
Pennsylvania.....	119	8,732	9,619	9,089	-9	-4	68,894	-7
East North Central.....	164	35,360	*34,542	33,760	+2	+5	239,677	+2
Illinois.....	76	28,934	*30,115	27,539	-4	+5	206,434	+3
Ohio and Indiana.....	52	4,917	3,177	4,509	+55	+9	23,212	-3
Michigan and Wisconsin.....	36	1,509	*1,250	1,712	+21	-12	10,031	(³)
West North Central.....	61	2,047	1,724	1,870	+19	+9	13,637	-15
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,061	857	859	+24	+24	6,978	-5
Iowa and Missouri.....	28	986	867	1,011	+14	-2	6,659	-23
South Atlantic.....	97	3,811	3,275	3,536	+16	+8	28,573	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,690	1,220	1,700	+39	-1	11,816	-4
Georgia and Florida.....	37	2,121	2,055	1,836	+3	+16	16,757	+17
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	2,725	1,412	2,643	+93	+3	13,147	+2
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,530	1,661	2,454	+52	+3	15,755	(³)
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	626	608	583	+3	-8	4,547	+1
Pacific.....	100	4,729	*4,304	4,592	+10	+3	37,014	(³)
California.....	75	3,768	*3,485	3,643	+8	+3	30,238	(³)
Washington and Oregon.....	25	961	819	949	+17	+1	6,776	-2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	October 1955			October 1954			First 10 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	127,023	\$50,182	...	116,667	\$47,121	...	961,454	953,096	+1	\$376,974	\$370,181	+2
Packaged goods made to retail at:												
\$1.00 or more per pound	3,525	3,440	\$0.976	3,550	3,461	\$0.975	25,845	27,569	-6	28,139	28,985	-3
\$0.50 to \$0.99 per pound	17,818	8,874	0.498	15,983	8,491	0.531	92,189	86,985	+6	49,805	46,452	+7
Less than \$0.50 per pound.....	20,095	5,599	0.279	18,088	5,053	0.279	*150,785	148,154	+2	*39,174	37,473	+5
Bar goods.....	53,118	22,572	0.425	45,829	19,760	0.431	435,407	430,577	+1	182,262	177,341	+3
Bulk goods.....	23,154	6,041	0.261	23,404	6,644	0.284	*167,267	166,743	(³)	*42,523	45,465	-6
5¢ and 10¢ specialties...	9,313	3,656	0.393	9,813	3,712	0.378	89,961	93,068	-3	34,671	34,465	+1

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

JAN 13 1956

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FOR RELEASE: January 9, 1956

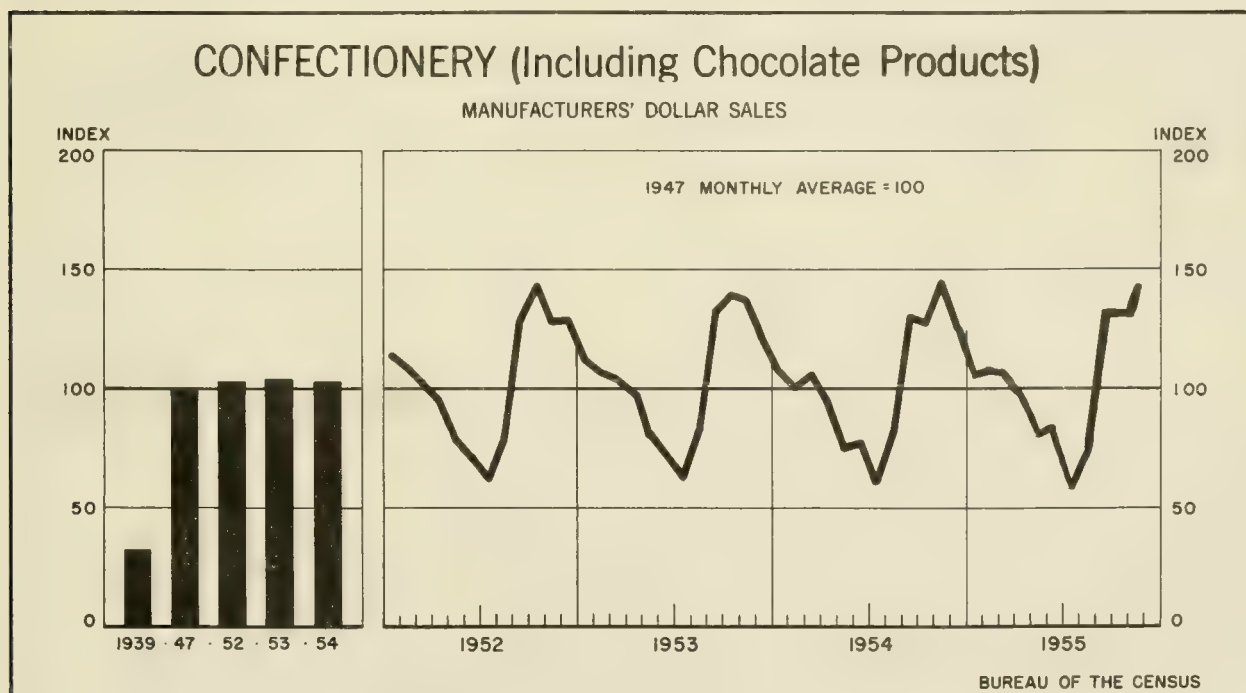
SERIES: M16C-115

CONFECTIONERY (Including Chocolate Products) NOVEMBER 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$115,316,000 in November 1955. This was 8 percent higher than sales for October 1955 but virtually the same as last year's November total. Sales of manufacturer-wholesalers at \$90,121,000 were 7 percent above October 1955 but 1 percent below November 1954. Manufacturer-retailers' estimated sales in November 1955 increased 31 percent compared to October 1955 and 7 percent compared to November last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the first 11 months of 1955 both poundage and dollar sales were 1 percent higher than last year's level. Poundage sales of bar goods however were up 2 percent and poundage sales of package goods retailing above 50 cents per pound were up 4 percent compared to last year.

NOTE--The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for November: 145)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales, current month and comparisons					Estimated sales year to date	
		November 1955 (add 000)	October 1955 (add 000)	November 1954 (add 000)	Percent change		11 months 1955 (add 000)	Percent change from 11 months 1954
					November 1955 from October 1955	November 1955 from November 1954		
Confectionery and competitive chocolate products, estimated total.....	1,141	\$115,316	*\$106,842	\$115,330	+8	(³)	895,349	+1
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	90,121	*84,262	91,350	+7	-1	694,158	+1
Manufacturer-retailers ²	218	11,274	8,595	10,570	+31	+7	88,472	+4
Chocolate manufacturers.....	12	13,921	13,985	13,410	-1	+4	112,719	(³)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	12,163	9,897	12,080	+23	+1	82,190	+1
Middle Atlantic.....	252	24,855	22,567	25,029	+10	-1	206,545	+2
New York and New Jersey.....	133	13,820	13,835	13,329	(³)	+4	126,616	+8
Pennsylvania.....	119	11,035	8,732	11,700	+26	-6	79,929	-6
East North Central.....	164	33,104	*35,266	34,620	-6	-4	272,687	+1
Illinois.....	76	27,176	*28,840	28,270	-6	-4	233,516	+2
Ohio and Indiana.....	52	4,384	4,917	4,637	-11	-5	27,596	-3
Michigan and Wisconsin.....	36	1,544	1,509	1,713	+2	-10	11,575	-2
West North Central.....	61	2,099	2,047	1,912	+3	+10	15,736	-12
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,141	1,061	856	+8	+33	8,119	-1
Iowa and Missouri.....	28	958	986	1,056	-3	-9	7,617	-22
South Atlantic.....	97	5,380	3,811	5,038	+41	+7	33,953	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	2,254	1,690	2,059	+33	+9	14,070	-2
Georgia and Florida.....	37	3,126	2,121	2,979	+47	+5	19,883	+15
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	2,788	2,725	2,830	+2	-1	15,935	+1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,512	2,530	3,581	+39	-2	19,267	(³)
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	909	*690	695	+32	+2	5,520	+3
Pacific.....	100	5,311	4,729	5,365	+12	-1	42,325	(³)
California.....	75	4,075	3,768	4,129	+8	-1	34,313	(³)
Washington and Oregon.....	25	1,236	961	1,236	+29	(³)	8,012	-2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	November 1955			November 1954			First 11 months					
							Pounds (add 000)			Value (add 000)		
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	1955	1954	Percent change 1955 from 1954	1955	1954	Percent change 1955 from 1954
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	127,477	\$53,676	...	123,580	\$53,936	...	1,088,931	1,076,676	+1	\$430,250	\$424,117	+1
Packaged goods made to retail at:												
\$1.00 or more per pound.....	8,258	8,539	\$1.034	8,432	9,264	\$1.099	34,103	36,001	-5	36,678	38,249	-4
\$0.50 to \$0.99 per pound.....	18,727	9,340	0.499	16,689	8,837	0.530	110,916	103,674	+7	59,145	55,289	+7
Less than \$0.50 per pound.....	21,263	5,892	0.277	22,058	5,765	0.261	172,048	170,212	+1	45,066	43,238	+4
Bar goods.....	50,642	21,280	0.420	45,768	20,415	0.446	486,049	476,345	+2	203,542	197,756	+3
Bulk goods ²	20,571	5,442	0.265	21,173	6,009	0.284	187,838	187,916	(³)	47,965	51,474	-7
5¢ and 10¢ specialties....	8,016	3,183	0.397	9,460	3,646	0.385	97,977	102,528	-4	37,854	38,111	-1

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

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FACTS FOR INDUSTRY

FOR RELEASE: February 6, 1956

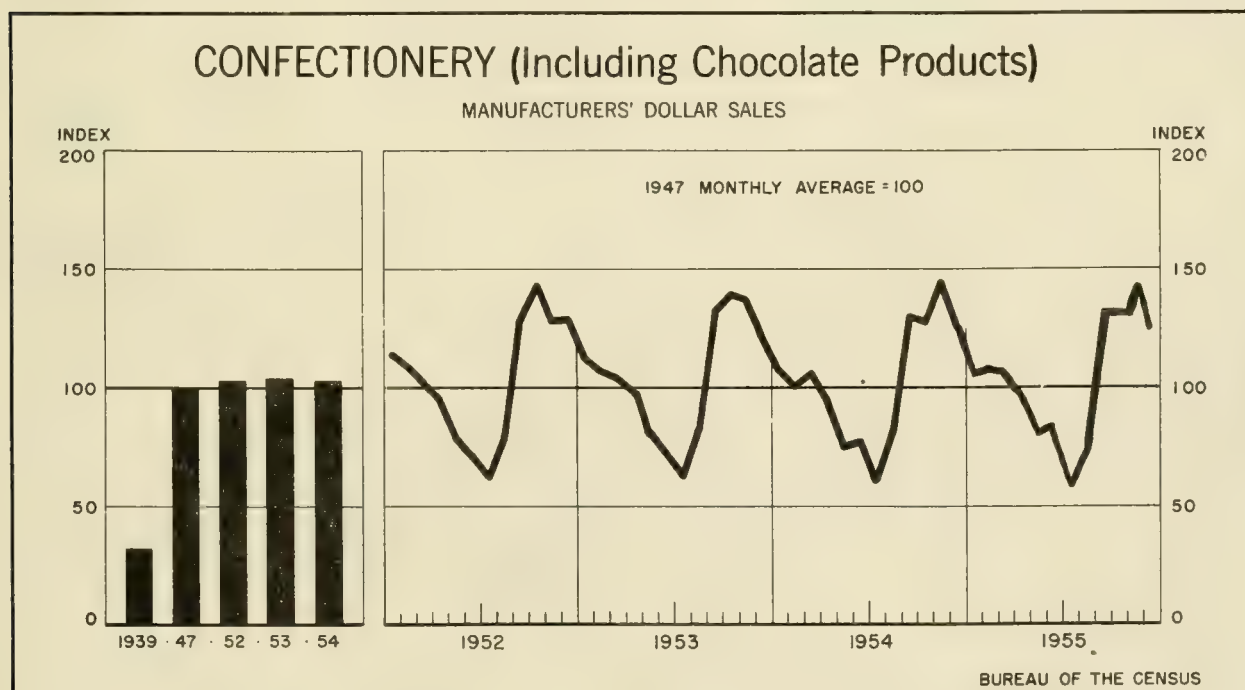
SERIES: M16C-125

CONFECTIONERY (Including Chocolate Products) DECEMBER 1955

The Bureau of the Census, Department of Commerce, estimates manufacturers' sales of confectionery and competitive products at \$99,065,000 in December 1955. This was 14 percent below the sales for November 1955 but only 1 percent below last year's December total. Sales of manufacturer-wholesalers at \$62,393,000 were 31 percent below November 1955 and 2 percent below December 1954. Manufacturer-retailers estimated sales in December 1955 increased 130 percent compared to November 1955 but decreased 1 percent compared to December last year. (See reverse for detailed statistics.)

Reports from a selected group of large manufacturers indicated that for the 12 months of 1955 both poundage and dollar sales were 1 percent higher than last year's level. Poundage sales of bar goods were up 2 percent but poundage sales of package goods retailing above 50 cents per pound were up 5 percent compared to last year.

NOTE -- The data in this release are based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months.



(Index Number for December 1955: 124)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

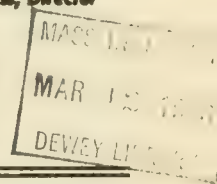
Item	Number of estab- lishments for which sales are estimated	Estimated sales, current month and comparisons						Percent change		Percent change from 1954
		December 1955 (add 000)	November 1955 (add 000)	December 1954 (add 000)	December	November	1955 from 1954	1955 from 1954		
					1955	1955				
					from November 1954	from December 1954				
Confectionery and competitive chocolate products, estimated	1,124	\$10,305	*\$115,327	\$100,215	-14	-1	756,544	+1		
BY KIND OF BUSINESS										
Manufacturer-wholesaler	911	62,393	*90,114	63,685	-31	-2	756,544	+1		
Manufacturer-retailers ²	218	25,964	*11,292	26,313	+130	-1	114,454	-2		
Chocolate manufacturers	12	10,708	13,921	10,217	-23	+5	123,427	+1		
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES										
New England	73	9,026	12,163	9,332	-24	-1	41,221	-1		
Middle Atlantic	252	17,196	24,855	16,634	-31	+3	223,741	+2		
New York and New Jersey	133	4,445	13,820	9,420	-32	(3)	136,061	+7		
Pennsylvania	119	7,751	11,035	7,214	-30	+7	87,680	-5		
East North Central	164	22,919	*33,097	24,550	-31	-7	295,599	(3)		
Illinois	74	18,139	*27,169	19,676	-33	-8	251,648	+1		
Ohio and Indiana	52	3,632	4,324	3,570	-17	+2	31,228	-3		
Michigan and Wisconsin	36	1,148	1,544	1,304	-26	-12	12,723	-3		
West North Central	61	1,324	2,099	1,467	-37	-10	17,060	-12		
Minnesota, Kansas, South Dakota, and Nebraska	20	800	1,141	848	-30	-6	8,919	-1		
Iowa and Missouri	22	524	958	619	-45	-15	8,141	-21		
South Atlantic	77	3,196	5,421	3,038	-41	+5	37,149	+7		
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	61	1,419	2,254	1,355	-37	+5	15,489	-2		
Georgia and Florida	17	1,777	3,126	1,683	-33	+6	21,660	+14		
East South Central	44	1,607	2,788	1,420	-42	-1	17,542	-1		
Kentucky, Tennessee, Alabama, and Mississippi	44	1,607	2,788	1,420	-42	-1	17,542	-1		
West South Central	46	2,051	3,512	2,114	-42	-3	21,318	-1		
Arkansas, Louisiana, Oklahoma, and Texas	46	2,051	3,512	2,114	-42	-3	21,318	-1		
Mountain	31	711	909	727	-12	-2	6,231	-3		
Arizona, Colorado, Idaho, New Mexico, and Utah	31	711	909	727	-12	-2	6,231	-3		
Pacific	100	4,363	5,311	4,191	-18	-4	46,688	(3)		
California	75	3,168	4,075	3,205	-22	-1	37,481	(3)		
Washington and Oregon	25	1,195	1,236	986	-3	-11	9,207	(3)		

¹Revised.²Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.³Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.⁴Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	December 1955			December 1954			12 months			Percent change		
	Pounds (add 000)			Pounds (add 000)			Pounds (add 000)			Percent change		
	Value (add 000)			Value (add 000)			Value (add 000)			Percent change		
	Average value			Average value			Average value			Percent change		
TOTAL SALES OF SELECTED ESTABLISHMENTS	77,326	\$37,623	...	90,277	\$38,217	...	1,179,257	1,166,953	+1	347,771	344,134	+1
Packaged goods made to retail at:												
\$1.00 or more per pound	5,241	5,516	\$1.053	5,148	5,336	\$1.037	39,344	41,149	-4	42,194	43,585	-3
\$0.50 to \$0.99 per pound	11,621	5,847	0.503	8,890	4,856	0.546	122,537	112,564	+9	64,992	60,145	-8
Less than \$0.50 per pound	10,966	3,004	0.274	12,070	3,189	0.264	183,014	182,282	(3)	48,070	47,407	+1
Bar goods	39,154	16,433	0.420	38,660	17,067	0.441	525,203	515,005	+2	219,975	214,823	+2
Bar goods ²	17,163	4,386	0.256	18,307	5,083	0.278	205,001	206,223	-1	52,351	56,557	-7
5¢ and 10¢ specialties	6,181	2,437	0.394	7,202	2,686	0.373	104,158	109,730	-5	40,291	40,797	-1

¹Revised.²A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.³Includes penny goods.⁴Less than 0.5 percent change.

FACTS FOR INDUSTRY



FOR RELEASE: March 7, 1956

SERIES: M16C-16

CONFECTIONERY (Including Chocolate Products)

JANUARY 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$91,240,000 in January, 1956. This was 8 percent below the sales for December, 1955, but 8 percent above last year's January total. Sales of manufacturer-wholesalers at \$71,671,000 were 15 percent above December 1955 and 8 percent above January, 1955. Manufacturer-retailers' estimated sales for January 1956 were 72 percent below December, 1955, but 12 percent above January, 1955. Sales by chocolate manufacturers increased 14 percent over the preceding month and 6 percent over January of last year. (See reverse side, Table 1, for detailed statistics).

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicate a total increase in poundage sales of 11 percent over January of last year. Bar goods, with an increase of 18 percent, contributed mainly to the total increase. (See reverse side, Table 2, for detailed statistics).

NOTE--The data presented in Table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in Table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of those two classes of producers.

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons			Percent change	
		January 1956 (add 000)	December 1955 (add 000)	January 1955 (add 000)	January 1956 from December 1955	January 1956 from January 1955
Confectionery and competitive chocolate products, estimated total.....	1,141	\$91,240	*\$99,362	\$84,701	-8	+8
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	911	71,671	*62,548	66,619	+15	+8
Manufacturer-retailers ²	218	7,353	*26,106	6,547	-72	+12
Chocolate manufacturers.....	12	12,216	10,708	11,535	+14	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES						
New England.....	73	9,336	*9,142	8,874	+2	+5
Middle Atlantic.....	252	22,467	17,196	19,798	+31	+13
New York and New Jersey.....	133	11,408	9,445	10,823	+21	+5
Pennsylvania.....	119	11,059	7,751	8,975	+43	+23
East North Central.....	104	26,311	22,919	24,913	+15	+6
Illinois.....	76	22,385	18,139	20,895	+23	+7
Ohio and Indiana.....	52	2,747	3,632	2,709	-24	+1
Michigan and Wisconsin.....	36	1,179	1,148	1,309	+3	-10
West North Central.....	61	1,655	1,324	1,527	+25	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,074	800	854	+34	+26
Iowa and Missouri.....	29	581	524	673	+11	-14
South Atlantic.....	97	3,105	3,196	3,221	-3	-4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,174	1,419	1,255	-17	-6
Georgia and Florida.....	37	1,931	1,777	1,966	+9	-2
East South Central.....	48	1,506	1,607	1,390	-6	+8
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,506	1,607	1,390	-6	+8
West South Central.....	95	2,837	2,051	2,618	+38	+8
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,837	2,051	2,618	+38	+8
Mountain.....	21	506	711	523	-29	-3
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	506	711	523	-29	-3
Pacific.....	100	3,948	*4,402	3,755	-10	+5
California.....	75	3,156	*3,207	3,021	-2	+4
Washington and Oregon.....	25	792	1,195	734	-34	+8

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	January 1956			January 1955			Percent change January 1956 from January 1955	
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	111,165	\$45,654	...	100,433	\$42,931	...	+11	+6
Packaged goods made to retail at:								
\$1.00 or more per pound.....	5,317	6,811	\$1.281	4,615	6,202	\$1.344	+15	+10
\$0.50 to \$0.99 per pound.....	11,424	5,858	0.513	10,012	5,590	0.558	+14	+5
Less than \$0.50 per pound.....	14,029	3,423	0.244	13,752	3,399	0.247	+2	+1
Bar goods.....	52,426	21,242	0.405	44,310	19,352	0.437	+18	+10
Bulk goods ²	19,279	4,770	0.247	18,798	4,803	0.259	+3	-2
5¢ and 10¢ specialties.....	8,690	3,550	0.409	8,946	3,525	0.394	-3	+1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: April 4, 1956

SERIES: M16C-26

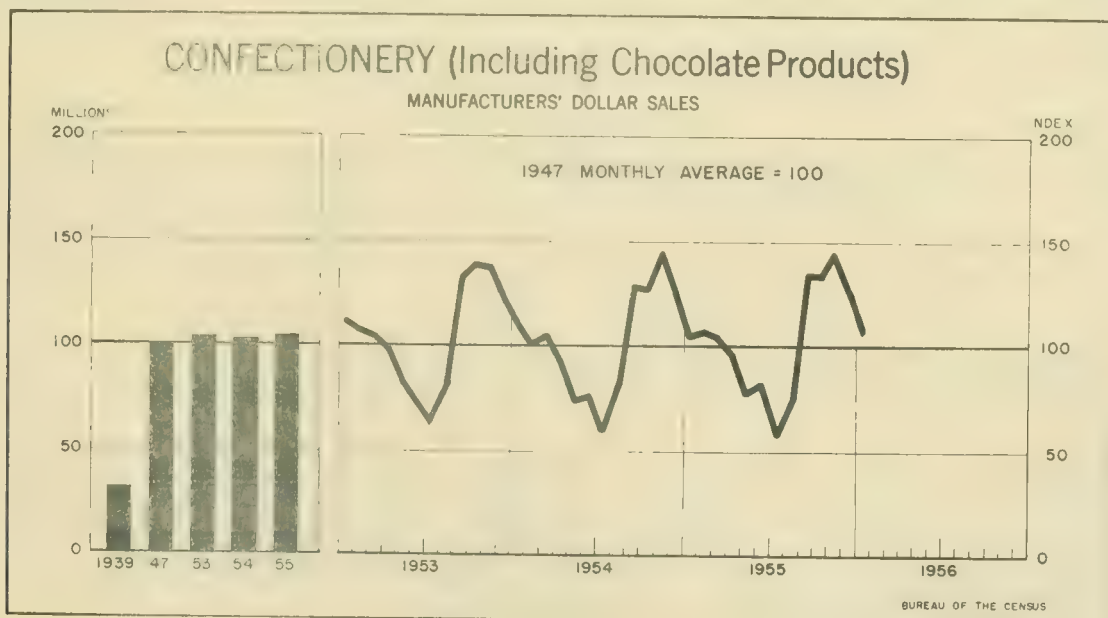
CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1956

Manufacturer sales of confectionery and competitive chocolate products were estimated at \$91,706,000 in February 1956. This was 1 percent above the sales for January 1956, and 7 percent above last year's February total. However, sales of manufacturer-wholesalers at \$68,615,000 were 4 percent below January 1956 but 8 percent above February 1955. Manufacturer-retailers' estimated sales for February 1956 were 58 percent above January 1956, but only 5 percent above February 1955. Sales by chocolate manufacturers were virtually the same as the preceding month, although 5 percent higher than February of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 2 months of 1956 poundage sales were 9 percent and dollar sales 6 percent above last year's level. Poundage sales of bar goods were up 15 percent and poundage sales of packaged goods retailing above 50 cents were up 18 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for February - 115.2)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons			Percent change		Estimated sales Year to date	
		February 1956 (add 000)	January 1956 (add 000)	February 1955 (add 000)	February 1956 from January 1956	February 1956 from February 1955	2 months 1956 (add 000)	Percent change from 2 months 1955
Confectionery and competitive chocolate products, estimated total.....	1,141	\$91,706	*\$90,983	\$85,477	+1	+7	\$182,689	+7
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	68,615	*71,837	63,494	-4	+8	140,452	+8
Manufacturer-retailers ²	218	10,920	*6,922	10,358	+58	+5	17,842	+6
Chocolate manufacturers.....	12	12,171	*12,224	11,625	(³)	+5	24,395	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	8,256	*9,361	7,430	-12	+11	17,617	+8
Middle Atlantic.....	252	21,478	22,467	18,860	-4	+14	43,945	+14
New York and New Jersey.....	133	12,831	11,408	11,456	+12	+12	24,239	+9
Pennsylvania.....	119	8,647	11,059	7,404	-22	+17	19,706	+20
East North Central.....	164	25,885	*26,476	25,605	-2	+1	52,361	+4
Illinois.....	76	22,237	*22,405	21,908	-1	+2	44,642	+4
Ohio and Indiana.....	52	2,399	2,747	2,398	-13	(³)	5,146	+1
Michigan and Wisconsin.....	36	1,249	*1,324	1,299	-6	-4	2,573	-1
West North Central.....	61	1,690	1,655	1,400	+2	+21	3,345	+14
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,060	1,074	750	-1	+41	2,134	+33
Iowa and Missouri.....	28	630	581	650	+8	-3	1,211	-8
South Atlantic.....	97	2,903	3,105	2,776	-7	+5	6,008	(³)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,271	1,174	1,223	+8	+4	2,445	-1
Georgia and Florida.....	37	1,632	1,931	1,553	-15	+5	3,563	+1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,590	1,506	1,481	+6	+7	3,096	+8
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,917	*2,817	1,633	-32	+17	4,734	+11
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah....	21	478	506	447	-6	+7	984	+1
Pacific.....	100	4,418	*3,944	3,862	+12	+14	8,362	+10
California.....	75	3,551	*3,160	3,186	+12	+11	6,711	+8
Washington and Oregon.....	25	867	*784	676	+11	+28	1,651	+17

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.—POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

	February 1956			February 1955			First 2 months					
	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)	Value (add 000)	Average value	Pounds (add 000)			Value (add 000)		
							1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	109,142	\$42,231	...	100,970	\$39,935	...	220,307	201,403	+9	\$87,885	\$82,866	+6
Packaged goods made to retail at:												
\$1.00 or more per pound..	2,804	2,875	\$1.025	2,046	2,026	\$0.990	8,121	6,661	+22	9,686	8,228	+18
\$0.50 to \$0.99 per pound.	11,823	6,012	0.509	10,009	5,738	0.573	23,247	20,021	+16	11,870	11,328	+5
Less than \$0.50 per pound	16,039	4,140	0.258	15,120	4,054	0.268	30,068	28,872	+4	7,563	7,453	+1
Bar goods.....	51,550	21,001	0.407	45,724	19,838	0.434	103,976	90,034	+15	42,243	39,190	+8
Bulk goods ²	18,229	4,586	0.252	18,854	4,578	0.243	37,508	37,652	(³)	9,356	9,441	-1
5¢ and 10¢ specialties....	8,697	3,617	0.416	9,217	3,701	0.402	17,387	18,163	-4	7,167	7,226	-1

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: May 7, 1956

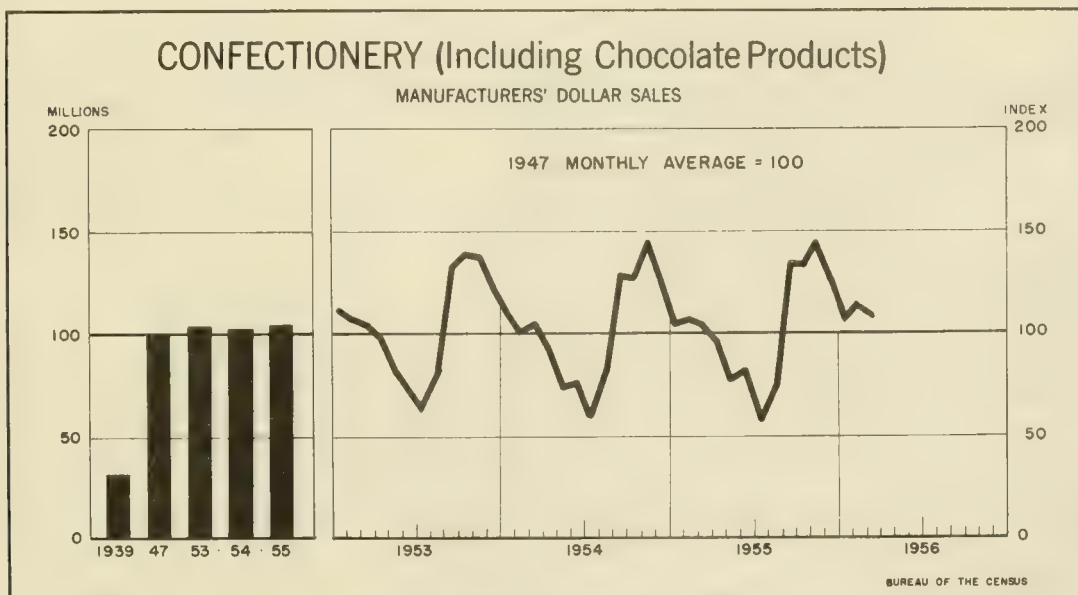
SERIES: M16C-36

CONFECTIONERY (Including Chocolate Products) MARCH 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$86,181 thousand in March 1956. This was 7 percent below the sales for February 1956, but 3 percent above last year's March total. Sales of manufacturer-wholesalers at \$60,576 thousand were 12 percent below February 1956 and 6 percent below March 1955. However, manufacturer-retailers' estimated sales for March 1956 were 33 percent above February 1956, and 90 percent above March 1955. Sales by chocolate manufacturers in March were 15 percent lower than in the preceding month, and 10 percent lower than in March of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 3 months of 1956 poundage sales were 5 percent and dollar sales 2 percent above last year's level. Poundage sales of bar goods and poundage sales of package goods retailing above 50 cents were each up 12 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for March - 108.2)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		March 1956 (\$1,000)	February 1956* \$1,000	March 1955* (\$1,000)	Percent change		3 months 1956* (\$1,000)	Percent change from 3 months 1955
					March 1956 from February 1956	March 1956 from March 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	86,181	92,710	84,025	-7	+3	270,268	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	60,576	68,990	64,435	-12	-6	201,759	+4
Manufacturer-retailers ²	218	15,219	11,479	8,024	+33	+90	33,588	+31
Chocolate manufacturers.....	12	10,386	12,241	11,566	-15	-10	34,921	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	6,966	8,145	7,654	-14	-9	24,303	+4
Middle Atlantic.....	252	17,918	21,609	19,716	-17	-9	62,174	+6
New York and New Jersey.....	133	10,209	13,000	11,696	-21	-13	34,829	+1
Pennsylvania.....	119	7,709	8,609	8,020	-10	-4	27,345	+12
East North Central.....	164	23,510	26,069	24,227	-17	-3	76,344	+3
Illinois.....	76	20,299	22,458	21,118	-10	-4	65,451	+3
Ohio and Indiana.....	52	2,233	2,399	1,998	-7	+12	7,379	+4
Michigan and Wisconsin.....	36	978	1,212	1,111	-19	-12	3,514	-6
West North Central.....	61	1,545	1,896	1,574	-19	-2	5,279	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	33	954	1,218	891	-22	+7	3,392	+19
Iowa and Missouri.....	28	591	678	683	-13	-13	1,887	-9
South Atlantic.....	97	2,878	2,859	3,072	+1	-6	8,862	-2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,257	1,269	1,369	-1	-8	3,724	-3
Georgia and Florida.....	37	1,621	1,590	1,703	+2	-5	5,138	-1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,263	1,590	1,306	-21	-3	4,359	+4
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,047	1,927	2,122	-6	-4	6,630	+5
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	440	478	486	-8	-9	1,424	-2
Pacific.....	100	4,009	4,417	4,278	-9	-6	12,384	+3
California.....	75	3,272	3,550	3,478	-8	-6	9,996	+2
Washington and Oregon.....	25	737	867	800	-15	-8	2,388	+8

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1956			March 1955*			First 3 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1956	1955*	Percent change 1956 from 1955	1956	1955*	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	96,304	37,841	...	99,926	40,641	...	316,611	301,212	+5	125,726	123,594	+2
Packaged goods made to retail at:												
\$1.00 or more per pound....	3,138	3,485	\$1.111	3,242	3,616	\$1.115	11,259	9,903	+14	13,171	11,843	+11
\$0.50 to \$0.99 per pound....	8,517	4,381	0.514	8,538	4,932	0.578	31,764	28,559	+11	16,251	16,260	(3)
Less than \$0.50 per pound..	12,419	3,262	0.263	14,821	3,943	0.266	42,487	43,692	-3	10,825	11,397	-5
Bar goods.....	49,901	19,765	0.396	48,075	20,504	0.427	153,877	137,992	+12	62,008	59,781	+4
Bulk goods ²	14,404	3,640	0.253	15,790	4,001	0.253	51,912	53,442	-3	12,996	13,442	-3
5¢ and 10¢ specialties.....	7,925	3,308	0.417	9,460	3,645	0.385	25,312	27,624	-8	10,475	10,871	-4

*Revised

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: June 5, 1956

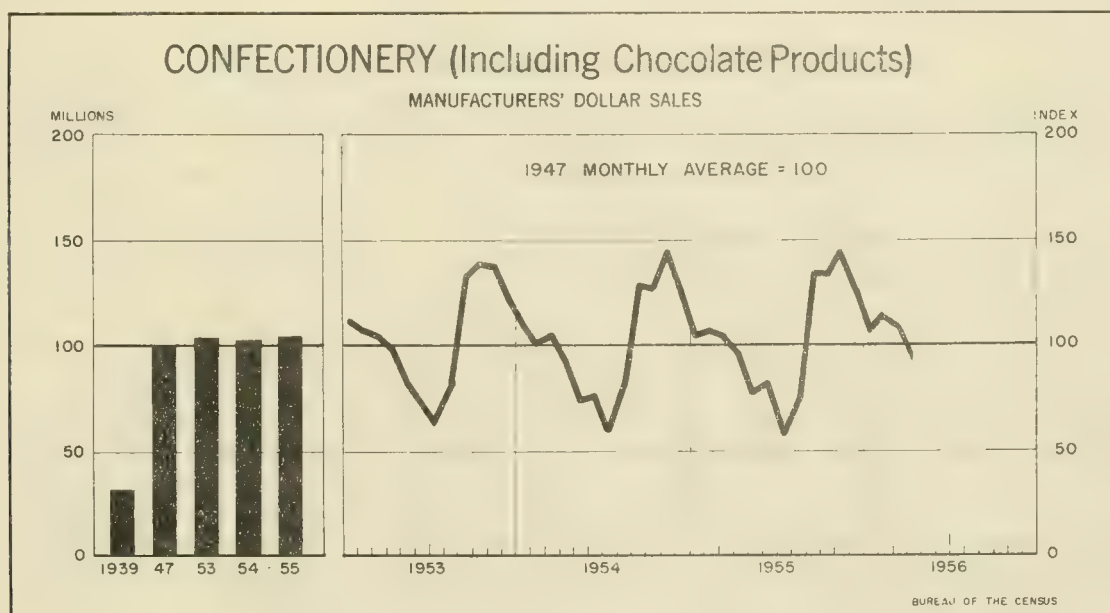
SERIES: M16C-46

CONFECTIONERY (Including Chocolate Products) APRIL 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$73,079 thousand in April 1956. This was 15 percent below the sales for March 1956 and 7 percent below last year's April total. Sales of manufacturer-wholesalers at \$57,527 thousand were 5 percent below March 1956 but 2 percent above April 1955. However, manufacturer-retailers' estimated sales for April 1956 were 57 percent below March 1956, and 52 percent below April 1955. Sales by chocolate manufacturers in April were 14 percent lower than in the preceding month, but 8 percent higher than in April of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 4 months of 1956 poundage sales were 5 percent and dollar sales 2 percent above last year's level. Poundage sales of bar goods were up 11 percent and poundage sales of package goods retailing above 50 cents were 12 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for April - 91.8)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		April 1956 (\$1,000)	March 1956 (\$1,000)	April 1955* (\$1,000)	Percent change		4 months 1956 (\$1,000)	Percent change from 4 months 1955
					April 1956 from March 1956	April 1956 from April 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	73,079	*86,087	78,406	-15	-7	342,958	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	57,527	*60,434	56,394	-5	+2	258,849	+3
Manufacturer-retailers ²	218	6,601	*15,267	13,712	-57	-52	40,237	+2
Chocolate manufacturers.....	12	8,951	10,386	8,300	-14	+8	43,872	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	6,554	6,966	6,231	-6	+5	30,857	+4
Middle Atlantic.....	252	18,135	*17,781	16,933	+2	+7	79,877	+5
New York and New Jersey.....	133	11,102	*10,072	10,420	+10	+7	45,499	+2
Pennsylvania.....	119	7,033	7,709	6,513	-9	+8	34,378	+11
East North Central.....	164	21,988	*23,505	22,679	-6	-3	98,327	+1
Illinois.....	76	18,898	*20,294	19,414	-7	-3	84,344	+2
Ohio and Indiana.....	52	2,123	2,233	2,066	-5	+3	9,502	+4
Michigan and Wisconsin.....	36	967	978	1,199	-1	-19	4,481	-9
West North Central.....	61	1,406	1,545	1,269	-9	+11	6,685	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	33	850	954	663	-11	+28	4,242	+20
Iowa and Missouri.....	28	556	591	606	-6	-8	2,443	-9
South Atlantic.....	97	2,826	*2,879	2,723	-2	+4	11,689	3)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,161	*1,258	1,128	-8	+3	4,886	-2
Georgia and Florida.....	37	1,665	1,621	1,595	+3	+4	6,803	+1
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,179	1,263	1,046	-7	+13	5,538	+6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,687	*2,046	1,659	-18	+2	8,316	+
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	397	440	475	-10	-16	1,821	-6
Pacific.....	100	3,355	4,009	3,379	-10	-1	15,739	+3
California.....	75	2,761	3,272	2,781	-16	-1	12,757	+2
Washington and Oregon.....	25	594	737	598	-19	-1	2,982	+6

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1956			April 1955*			First 4 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	92,511	35,900	...	88,583	35,056	...	*409,717	389,795	+5	*161,241	158,650	+2
Packaged goods made to retail at:												
\$1.00 or more per pound....	3,141	3,523	\$1.122	2,922	3,250	\$1.112	14,400	12,825	+12	16,694	15,093	+11
\$0.50 to \$0.99 per pound....	7,750	3,975	0.513	6,567	3,629	0.553	39,514	35,126	+12	20,226	19,889	+2
Less than \$0.50 per pound..	13,221	3,497	0.265	14,375	3,643	0.253	55,708	58,067	-4	14,322	15,040	-5
Bar goods.....	46,975	18,342	0.390	42,354	17,789	0.420	200,852	180,346	+11	80,350	77,570	+4
Bulk goods ²	13,187	3,347	0.254	13,822	3,522	0.255	65,099	67,264	-3	16,343	16,964	-4
5¢ and 10¢ specialties.....	8,237	3,216	0.390	8,543	3,223	0.377	*34,144	36,167	-6	*13,306	14,094	-6

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: July 6, 1956

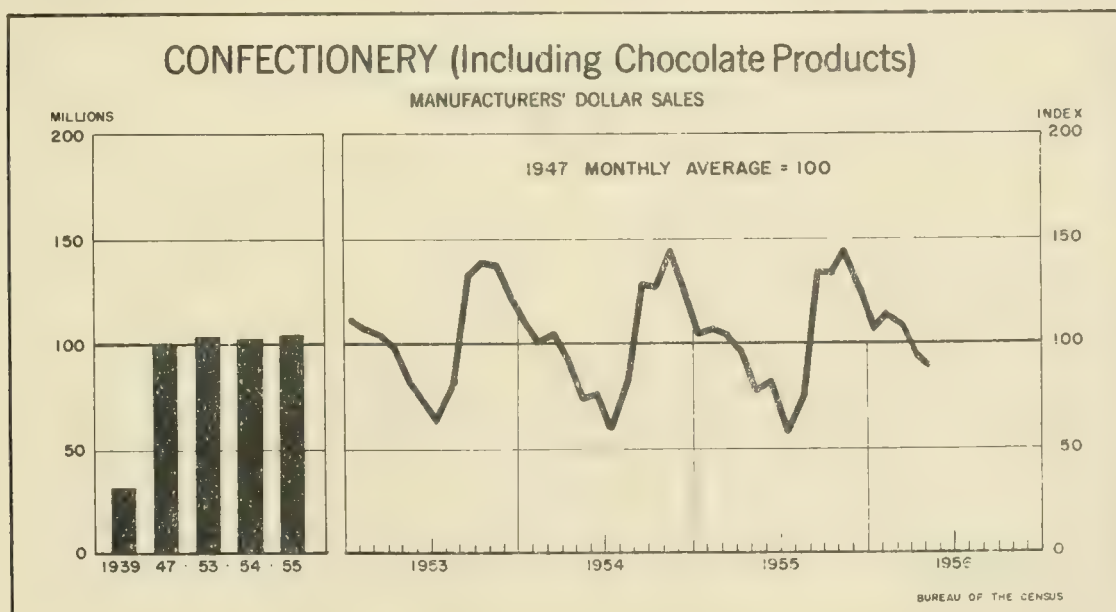
SERIES: M16C-56

CONFECTIONERY (Including Chocolate Products) MAY 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$72,383 thousand in May 1956. This was 1 percent below the sales for April 1956 but 15 percent above last year's May total. Sales of manufacturer-wholesalers at \$56,394 thousand were 2 percent below April 1956 but 16 percent above May 1955. However, manufacturer-retailers' estimated sales for May 1956 were 21 percent above April 1956, and 8 percent above May 1955. Sales by chocolate manufacturers in May were 11 percent lower than in the preceding month, but 18 percent higher than in May of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 5 months of 1956 poundage sales were 8 percent and dollar sales 4 percent above last year's level. Poundage sales of bar goods were up 14 percent and poundage sales of package goods retailing above 50 cents were up 15 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for May - 90.9)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		May 1956 (\$1,000)	April 1956 (\$1,000)	May 1955* (\$1,000)	Percent change		5 months 1956 (\$1,000)	Percent change from 5 months 1955
					May 1956 from April 1956	May 1956 from May 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	72,383	*73,121	62,932	-1	+15	415,383	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	56,394	*57,546	48,733	-2	+16	315,262	+5
Manufacturer-retailers ²	218	8,029	*6,624	7,448	+21	+8	48,289	+3
Chocolate manufacturers.....	12	7,960	8,951	6,751	-11	+18	51,832	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	5,593	6,554	5,060	-15	+11	36,450	+5
Middle Atlantic.....	252	18,214	18,135	15,767	(³)	+16	98,091	+7
New York and New Jersey.....	133	12,179	11,102	10,189	+10	+20	57,678	+5
Pennsylvania.....	119	6,035	7,033	5,578	-14	+8	40,413	+11
East North Central.....	164	22,436	*22,007	18,756	+2	+20	120,782	+4
Illinois.....	76	19,582	*18,917	16,406	+4	+19	103,945	+4
Ohio and Indiana.....	52	2,172	2,123	1,636	+2	+33	11,674	+8
Michigan and Wisconsin.....	36	682	967	714	-29	-4	5,163	-8
West North Central.....	61	1,431	1,406	1,253	+2	+14	8,116	+9
Minnesota, Kansas, South Dakota, and Nebraska.....	33	861	850	659	+1	+31	5,103	+22
Iowa and Missouri.....	28	570	556	594	+3	-4	3,013	-8
South Atlantic.....	97	2,736	2,826	2,317	-3	+18	14,425	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,119	1,161	967	-4	+16	6,005	+1
Georgia and Florida.....	37	1,617	1,665	1,350	-3	+20	8,420	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,206	1,179	967	+2	+25	6,744	+9
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,138	1,687	977	-33	+16	9,454	+6
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	373	397	363	-6	+3	2,194	-4
Pacific.....	100	3,267	3,355	3,273	-3	(³)	19,006	+2
California.....	75	2,710	2,761	2,743	-2	-1	15,467	+1
Washington and Oregon.....	25	557	594	530	-6	+5	3,539	+6

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1956			May 1955*			First 5 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	93,265	34,507	...	77,400	29,146	...	502,982	467,195	+8	195,748	187,796	+4
Packaged goods made to retail at:												
\$1.00 or more per pound....	1,498	1,561	\$1.042	1,479	1,507	\$1.019	15,898	14,304	+11	18,255	16,600	+10
\$0.50 to \$0.99 per pound....	8,447	4,367	0.517	5,979	3,267	0.546	47,961	41,105	+17	24,593	23,156	+6
Less than \$0.50 per pound..	15,251	4,040	0.265	13,412	3,402	0.254	70,959	71,479	-1	18,362	18,035	(³)
Bar goods.....	46,367	17,795	0.384	35,767	14,691	0.411	247,219	216,113	+14	98,145	92,000	+6
Bulk goods ²	12,653	3,197	0.253	12,434	3,071	0.247	77,752	79,698	-2	19,540	20,055	-2
5¢ and 10¢ specialties.....	9,049	3,547	0.392	8,329	3,208	0.385	43,193	44,496	-3	16,853	17,302	-3

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny food.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: August 6, 1956

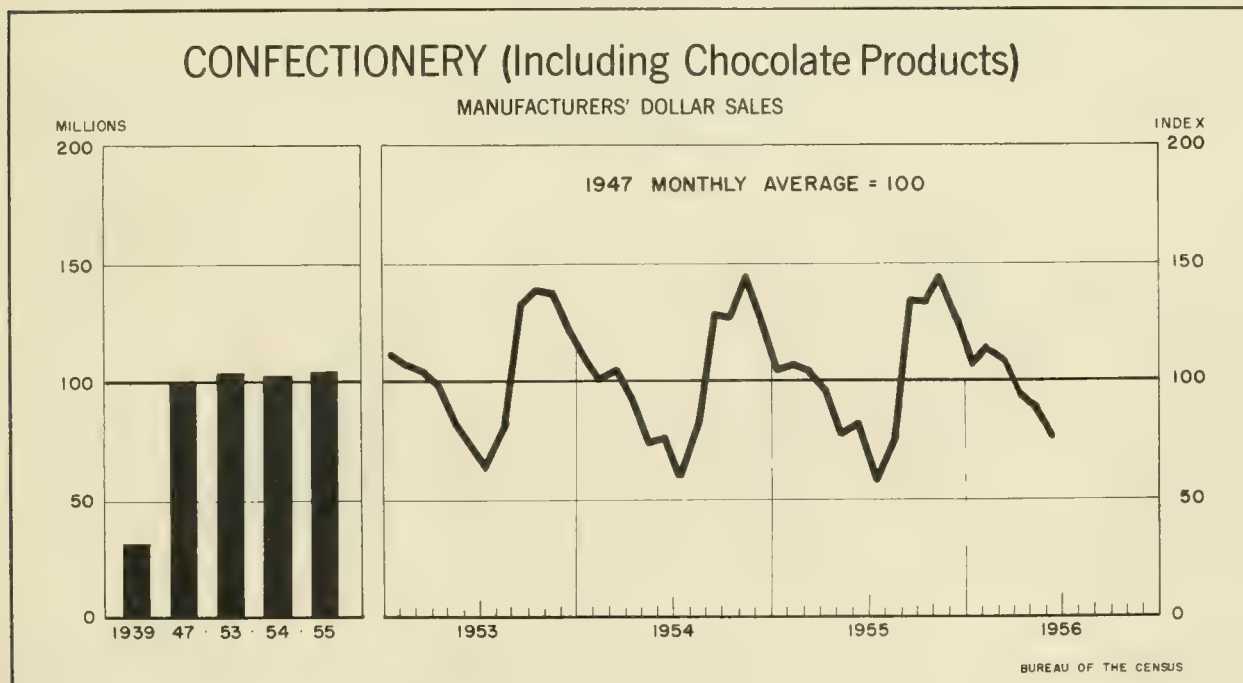
SERIES: M16C-66

CONFECTIONERY (Including Chocolate Products) JUNE 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$59,935 thousand in June 1956. This was 17 percent below the sales for May 1956 and 9 percent below last year's June total. Sales of manufacturer-wholesalers at \$48,188 thousand were 15 percent below May 1956 and 8 percent below June 1955. Moreover, manufacturer-retailers' estimated sales for June 1956 were 27 percent below May 1956, and 6 percent below June 1955. Sales by chocolate manufacturers in June were 26 percent lower than in the preceding month, and 19 percent lower than in June of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 6 months of 1956 poundage sales were 5 percent and dollar sales 2 percent above last year's level. Poundage sales of bar goods were up 11 percent and poundage sales of package goods retailing above 50 cents were up 13 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for June - 75.3)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		June 1956 (\$1,000)	May 1956 (\$1,000)	June 1955* (\$1,000)	Percent change		6 months 1956 (\$1,000)	Percent change from 6 months 1955
					June 1956 from May 1956	June 1956 from June 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	59,935	*72,415	66,003	-17	-9	475,546	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	48,188	*56,426	52,499	-15	-8	363,678	+3
Manufacturer-retailers ²	218	5,880	8,029	6,272	-27	-6	54,169	+2
Chocolate manufacturers.....	12	5,867	7,960	7,232	-26	-19	57,699	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	4,470	5,593	4,996	-20	-11	40,920	+3
Middle Atlantic.....	252	15,614	*18,222	16,929	-14	-8	113,713	+5
New York and New Jersey.....	133	10,367	12,179	11,213	-15	-8	68,045	+3
Pennsylvania.....	119	5,247	*6,043	5,716	-13	-8	45,668	+8
East North Central.....	164	18,865	*22,445	20,750	-16	-9	139,656	+2
Illinois.....	76	16,722	*19,591	18,448	-15	-9	120,676	+2
Ohio and Indiana.....	52	1,566	2,172	1,639	-28	-4	13,240	+6
Michigan and Wisconsin.....	36	577	682	663	-15	-13	5,740	-9
West North Central.....	61	1,219	1,431	1,341	-15	-9	9,335	+6
Minnesota, Kansas, South Dakota, and Nebraska.....	33	732	861	731	-15	(³)	5,835	+19
Iowa and Missouri.....	28	487	570	610	-15	-20	3,500	-10
South Atlantic.....	97	2,433	*2,785	2,291	-13	+6	17,103	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	997	1,119	1,067	-11	-7	7,002	(³)
Georgia and Florida.....	37	1,436	*1,666	1,224	-14	+17	10,101	+8
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	914	1,206	1,093	-24	-16	7,658	+5
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	838	1,138	1,071	-26	-22	10,292	+3
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	320	373	384	-14	-17	2,514	-6
Pacific.....	100	3,515	*3,233	3,644	+9	-4	22,487	+1
California.....	75	2,984	*2,671	3,048	+12	-2	18,412	(³)
Washington and Oregon.....	25	531	*562	596	-6	-11	4,075	-4

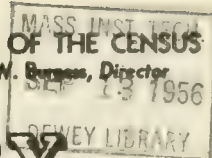
*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	June 1956			June 1955*			First 6 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	79,250	28,710	...	85,661	32,138	...	582,232	552,856	+5	224,458	219,934	+2
Packaged goods made to retail at:												
\$1.00 or more per pound.....	1,206	1,298	\$1.076	1,278	1,373	\$1.074	17,104	15,582	+10	19,553	17,973	+9
\$0.50 to \$0.99 per pound.....	6,485	3,362	0.518	6,541	3,550	0.543	54,446	47,646	+14	27,955	26,706	+5
Less than \$0.50 per pound.....	13,452	3,497	0.260	14,346	3,553	0.248	84,411	85,825	-2	21,859	21,995	-1
Bar goods.....	37,509	14,272	0.380	40,497	16,651	0.411	284,728	256,610	+11	112,417	108,912	+3
Bulk goods ²	11,680	2,802	0.240	13,207	3,290	0.249	89,432	92,905	-4	22,342	23,325	-4
5¢ and 10¢ specialties.....	8,918	3,479	0.390	9,792	3,721	0.380	52,111	54,288	-4	20,332	21,023	-3

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.



FACTS FOR INDUSTRY

FOR RELEASE: September 10, 1956

SERIES: M16C-76

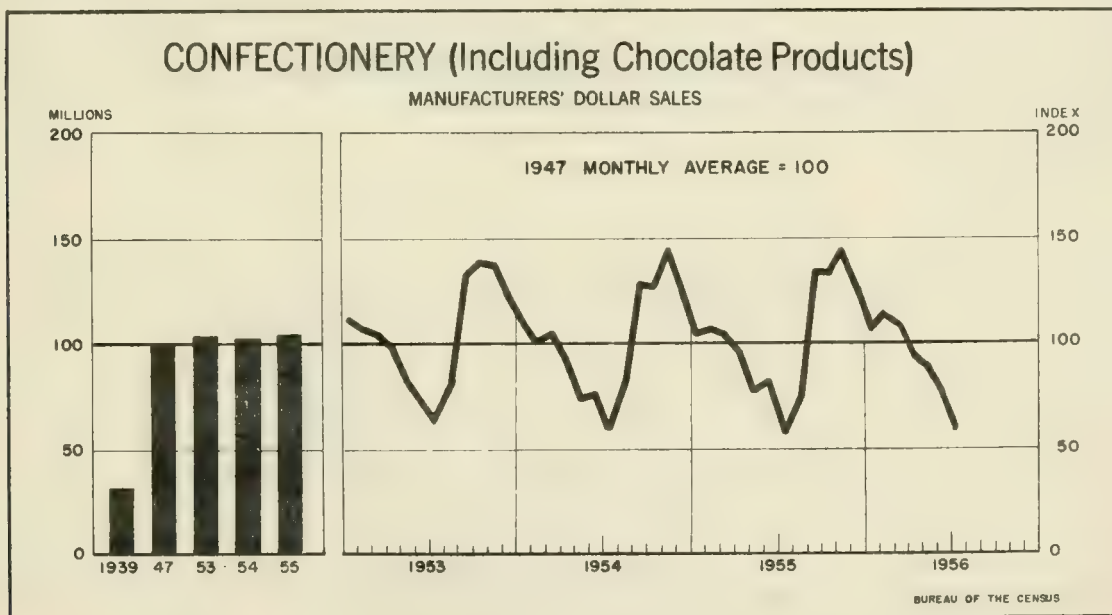
CONFECTIONERY (Including Chocolate Products)

JULY 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$55,168 thousand in July 1956. This was 8 percent below the sales for June 1956, but 17 percent above last year's July total. Sales of manufacturer-wholesalers at \$43,695 thousand were 9 percent below June 1956, but 15 percent above July 1955. Moreover, manufacturer-retailers' estimated sales for July 1956 were 4 percent below June 1956, but 21 percent above July 1955. Sales by chocolate manufacturers in July were 1 percent lower than in the preceding month, but 29 percent higher than in July of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 7 months of 1956 poundage sales were 7 percent and dollar sales 3 percent above last year's level. Poundage sales of bar goods were up 12 percent and poundage sales of package goods retailing above 50 cents were up 14 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimates of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for July - 69.3)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 2.--WHEAT FLOUR PRODUCTION, BY STATES¹, JULY 1956 AND COMPARISONS

(Thousand sacks)

State	1956		Monthly averages		
	July	June	1955	1954	1953
TOTAL.....	17,697	17,648	18,804	18,480	18,514
California.....	440	439	478	448	485
Colorado.....	332	334	338	349	338
Illinois.....	1,153	1,031	1,243	1,190	1,148
Indiana.....	241	232	262	242	248
Iowa.....	391	391	360	318	294
Kansas.....	2,399	2,400	2,503	2,477	2,558
Michigan.....	366	460	486	472	464
Minnesota.....	2,029	2,010	2,176	2,206	2,312
Missouri.....	1,641	1,534	1,631	1,488	1,492
Montana.....	224	219	281	280	252
Nebraska.....	523	521	534	522	482
New York.....	2,216	2,094	2,137	2,322	2,346
North Dakota.....	221	227	239	242	232
Ohio.....	711	727	882	850	837
Oklahoma.....	732	778	823	779	781
Oregon.....	559	515	536	482	452
Texas.....	989	1,018	1,018	939	1,003
Utah.....	418	397	401	409	403
Washington.....	756	798	795	812	730
Other States.....	1,356	1,523	1,681	1,653	1,657

¹Data are estimated, based on reports from mills with a daily capacity of over 400 sacks. Estimates are shown only for States in which the mills reporting each month accounted for more than 90 percent of the total production during 1950.

Table 3.--RYE FLOUR MILLING STATISTICS, JULY 1956 AND COMPARISONS¹

Item	1956			July 1955	July 1954	Monthly averages		
	July	June	May			1955	1954	1953
Rye ground (thousand bushels).....	380	396	419	407	407	425	416	428
Rye flour produced (thousand sacks)								
Calendar month total.....	168	173	184	182	186	190	189	189
Offal produced (tons).....	2,048	2,286	2,295	2,132	1,966	2,249	2,123	2,445
Daily 24-hour capacity rye flour (thousand sacks).....	18.2	18.2	18.0	18.1	17.5	...	...	...

¹Data include estimates for smaller mills.

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FACTS FOR INDUSTRY

FOR RELEASE: October 9, 1956

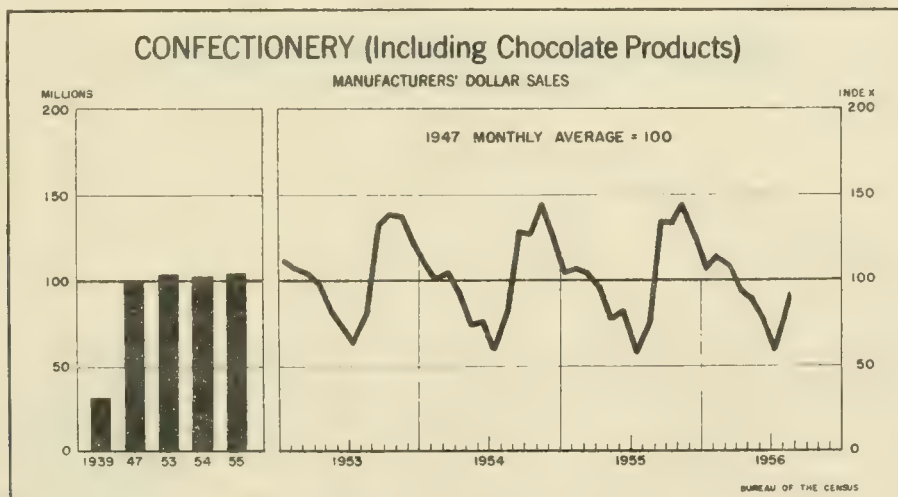
SERIES: M16C-86

CONFECTIONERY (Including Chocolate Products) AUGUST 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$74,628 thousand in August 1956. This was 36 percent above the sales for July 1956, and 22 percent above last year's August total. Sales of manufacturer-wholesalers at \$58,426 thousand were 34 percent above July 1956, and 20 percent above August 1955. Moreover, manufacturer-retailers' estimated sales for August 1956 were 16 percent above July 1956, and 20 percent above August 1955. Sales by chocolate manufacturers in August were 65 percent higher than in the preceding month, and 33 percent higher than in August of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 8 months of 1956 poundage sales were 8 percent and dollar sales 6 percent above last year's level. Poundage sales of bar goods were up 14 percent and poundage sales of package goods retailing above 50 cents were up 18 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated of industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. No allowance has been made for usual seasonal changes in compiling these monthly totals and percent changes from previous months. The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for August - 93.7)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales—current month and comparisons					Estimated sales year to date	
		August 1956 (\$1,000)	July 1956 (\$1,000)	August 1955* (\$1,000)	Percent change		8 months 1956 (\$1,000)	Percent change from 8 months 1955
					August 1956 from July 1956	August 1956 from August 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	74,628	54,961	61,379	+36	+22	605,164	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	11	58,426	*43,496	48,698	+34	+20	465,629	+6
Manufacturer-retailers ²	112	6,553	*5,631	5,448	+16	+20	66,353	+5
Chocolate manufacturers.....	12	9,649	*5,834	7,233	+65	+33	73,182	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE ³ BY DIVISION AND STATES								
New England.....	73	8,183	3,629	5,092	+70	+21	50,742	+6
Middle Atlantic.....	112	18,256	14,319	14,812	+27	+23	148,884	+2
New York and New Jersey.....	133	11,664	9,302	10,152	+25	+15	89,011	+5
Pennsylvania.....	119	6,592	5,017	4,660	+31	+41	57,277	+14
East North Central.....	164	23,753	*17,614	19,201	+35	+24	181,042	+6
Illinois.....	74	21,296	*15,775	17,168	+35	+24	157,766	+6
Ohio and Indiana.....	62	1,692	*1,441	1,479	+17	+14	16,373	+2
Michigan and Wisconsin.....	36	765	398	554	+92	+38	6,903	-5
West North Central.....	61	1,570	1,061	1,395	+48	+13	11,966	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	33	757	592	630	+26	+20	7,184	+20
Iowa and Missouri.....	28	813	469	765	+73	+6	4,782	-8
South Atlantic.....	97	2,842	2,259	2,459	+28	+16	22,204	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,052	919	951	+14	+11	8,973	+1
Georgia and Florida.....	37	1,790	1,340	1,500	+34	+19	13,231	+9
East South Central.....	48	1,078	899	922	+20	+17	9,635	+7
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,078	899	922	+20	+17	9,635	+7
West South Central.....	95	930	*865	1,013	+8	-8	12,087	+2
Arkansas, Louisiana, Oklahoma, and Texas.....	95	930	*865	1,013	+8	-8	12,087	+2
Mountain.....	21	397	227	370	+75	+7	3,138	-5
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	397	227	370	+75	+7	3,138	-5
Pacific.....	100	3,417	2,623	3,434	+30	3)	28,527	+1
California.....	75	2,826	2,136	2,829	+32	3)	23,374	+1
Washington and Oregon.....	25	591	487	605	+21	-2	5,153	+3

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE¹ AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY²

Type of product	August 1956			August 1955*			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	101,794	36,426	...	94,700	29,472	...	756,528	699,079	+8	286,965	271,810	+5
Packaged goods made to retail at:												
\$1.00 or more per pound....	1,336	1,271	\$0.951	1,205	1,172	\$0.973	19,510	17,689	+10	21,936	20,388	+9
\$0.50 to \$0.99 per pound....	4,216	4,655	0.503	5,792	3,210	0.554	68,976	57,396	+20	35,392	32,127	+10
Less than \$0.50 per pound..	16,059	4,103	0.255	12,960	3,351	0.259	112,485	109,730	+3	29,065	28,151	+3
Bar goods.....	11,100	18,945	0.383	39,095	14,302	0.366	369,407	324,345	+14	144,517	134,519	+7
Bulk goods ²	16,504	3,985	0.241	16,621	4,003	0.241	117,061	119,481	-2	29,153	29,811	-2
5¢ and 10¢ specialties.....	9,135	3,467	0.380	9,101	3,434	0.377	69,089	70,438	-2	26,902	27,122	-1

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 2, 1956

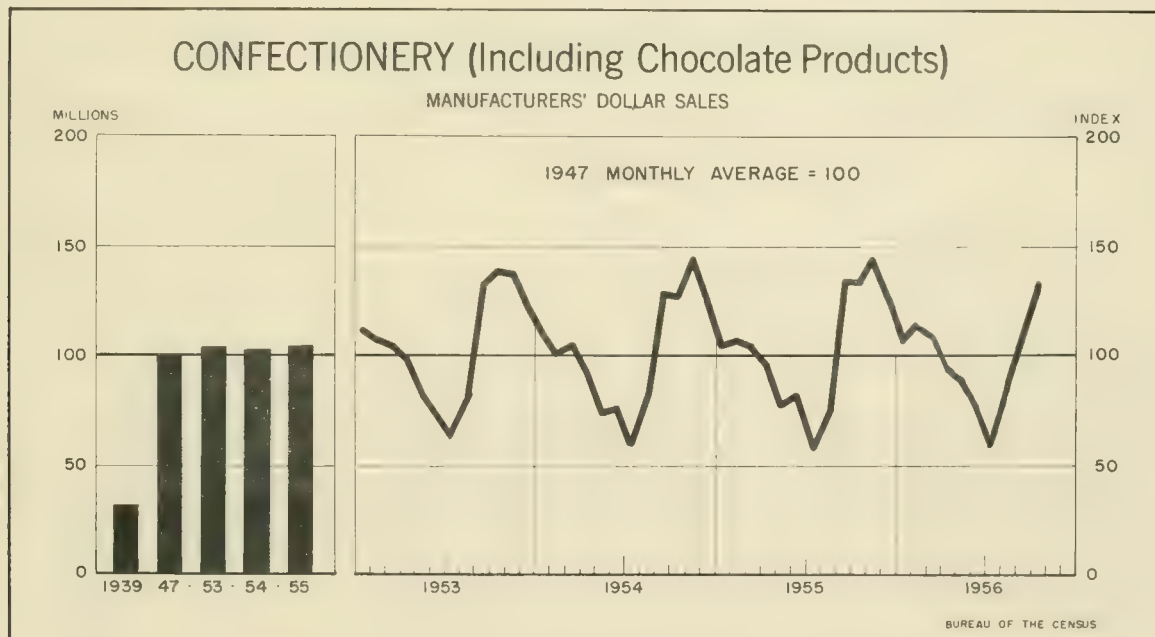
SERIES: M16C-96

CONFECTIONERY (Including Chocolate Products) SEPTEMBER 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$109,211,000 in September 1956. This was 49 percent above August 1956, and 1 percent above last year's September total. Sales of manufacturer-wholesalers at \$85,921,000 were 50 percent above August 1956, and 3 percent above September 1955. Manufacturer-retailers' sales were 12 percent above August 1956, and 4 percent below September 1955. Sales by chocolate manufacturers in September were 65 percent higher than in the preceding month, and 5 percent lower than in September of last year. (See reverse side, table 1 for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 9 months of 1956 poundage sales were 7 percent and dollar sales 5 percent above last year's level. Poundage sales of bar goods were up 12 percent and poundage sales of package goods retailing above 50 cents were up 17 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index Number for September - 137.1)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		September 1956 (\$1,000)	August 1956 (\$1,000)	September 1955* (\$1,000)	Percent change		9 months 1956 (\$1,000)	Percent change from 9 months 1955
					September 1956 from August 1956	September 1956 from September 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	109,211	*73,362	108,268	+49	+1	713,109	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	85,921	*57,169	83,775	+50	+3	550,293	+5
Manufacturer-retailers ²	218	7,352	*6,544	7,672	+12	-4	73,646	+4
Chocolate manufacturers.....	12	15,938	9,649	16,821	+65	-5	89,120	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	11,063	6,183	10,890	+79	+2	61,805	+5
Middle Atlantic.....	252	26,160	*17,285	24,979	+51	+5	171,477	+7
New York and New Jersey.....	133	15,744	*11,646	15,175	+35	+4	104,737	+5
Pennsylvania.....	119	10,416	*5,639	9,804	+85	+6	66,740	+11
East North Central.....	164	35,375	*23,467	34,672	+51	+2	216,131	+5
Illinois.....	76	30,757	*21,010	30,245	+46	+2	188,237	+5
Ohio and Indiana.....	52	3,456	1,692	3,177	+104	+9	19,829	+8
Michigan and Wisconsin.....	36	1,162	765	1,250	+52	-7	8,065	-5
West North Central.....	61	2,107	1,570	1,940	+34	+9	14,073	+7
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,326	757	1,016	+75	+31	8,510	+21
Iowa and Missouri.....	28	781	813	924	-4	-15	5,563	-9
South Atlantic.....	97	3,308	2,842	3,366	+16	-2	25,512	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,247	1,052	1,259	+19	-1	10,220	+1
Georgia and Florida.....	37	2,061	1,790	2,107	+15	-2	15,292	+7
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	1,584	1,078	1,412	+47	+12	11,219	+8
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,592	930	1,705	+71	-7	13,679	+1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	21	585	397	608	+47	-4	3,723	-5
Pacific.....	100	4,147	3,417	4,203	+21	-1	32,674	+1
California.....	75	3,349	2,826	3,384	+19	-1	26,723	+1
Washington and Oregon.....	25	798	591	819	+35	-3	5,951	+2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1956			September 1955*			First 9 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	137,019	54,467	...	138,821	54,746	...	893,547	837,900	+7	341,432	326,556	+5
Package goods made to retail at:												
\$1.00 or more per pound....	5,039	4,881	\$0.969	4,637	4,624	\$0.997	24,549	22,326	+10	26,817	24,704	+9
\$0.50 to \$0.99 per pound..	19,551	9,497	0.486	16,976	8,805	0.519	88,527	74,372	+19	44,889	40,932	+10
Less than \$0.50 per pound..	19,067	5,285	0.277	20,960	5,425	0.259	131,552	130,690	+1	34,350	33,576	+2
Bar goods.....	62,567	25,194	0.403	61,409	25,329	0.412	431,974	385,754	+12	169,711	159,848	+6
Bulk goods ²	21,762	6,075	0.279	24,628	6,670	0.271	138,823	144,109	-4	35,228	36,481	-3
Se and specialty specialties.....	9,033	3,535	0.391	10,211	3,893	0.381	78,122	80,649	-3	30,437	31,015	-2

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

SERIES: M16C-106

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales current month and comparisons					Estimated sales year to date	
		October 1956 (\$1,000)	September 1956 (\$1,000)	October 1955* (\$1,000)	Percent change		10 months 1956 (\$1,000)	Percent change from 10 months 1955
					October 1956 from September 1956	October 1956 from October 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	120,591	*109,212	108,830	+10	+11	833,701	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	95,858	*85,922	85,830	+12	+12	646,152	+6
Manufacturer-retailers ²	218	8,854	7,352	8,884	+20	(³)	82,550	+4
Chocolate manufacturers.....	12	15,879	15,938	14,116	(³)	+12	104,999	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	11,781	11,063	10,003	+6	+18	73,586	+7
Middle Atlantic.....	252	26,178	*26,155	22,969	(³)	+14	197,650	+8
New York and New Jersey.....	133	15,306	15,744	14,128	-3	+8	120,043	+5
Pennsylvania.....	119	10,872	*10,411	8,841	+4	+23	77,607	+12
East North Central.....	164	39,898	*35,381	35,939	+13	+11	256,035	+6
Illinois.....	76	33,281	*30,763	29,513	+8	+13	221,524	+6
Ohio and Indiana.....	52	5,205	3,456	4,917	+51	+6	25,034	+8
Michigan and Wisconsin.....	36	1,412	1,162	1,509	+22	-6	9,477	-6
West North Central.....	61	2,876	2,107	2,311	+36	+24	16,949	+10
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,821	1,326	1,209	+37	+51	10,331	+26
Iowa and Missouri.....	28	1,055	781	1,102	+35	-4	6,618	-8
South Atlantic.....	97	3,969	3,308	3,971	+20	(³)	29,481	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,788	1,247	1,800	+43	-1	12,008	+1
Georgia and Florida.....	37	2,181	2,061	2,171	+6	(³)	17,473	+6
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	3,088	1,584	2,725	+95	+13	14,307	+9
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,597	1,592	2,449	+63	+6	16,276	+2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	31	729	585	690	+25	+6	4,452	-3
Pacific.....	100	4,742	4,147	4,773	+14	-1	37,416	+1
California.....	75	3,748	3,349	3,812	+12	-2	30,471	(³)
Washington and Oregon.....	25	994	798	961	+25	+3	6,945	+2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	October 1956			October 1955*			First 10 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	146,665	56,600	...	126,982	50,124	...	1,040,212	964,882	+8	398,032	376,680	+6
Packaged goods made to retail at:												
\$1.00 or more per pound..	4,298	3,978	\$0.926	3,525	3,440	\$0.976	28,847	25,851	+12	30,795	28,144	+9
\$0.50 to \$0.99 per pound..	22,792	10,929	0.480	17,818	8,874	0.498	111,319	92,190	+21	55,818	49,806	+12
Less than \$0.50 per pound.	21,772	5,915	0.272	19,968	5,534	0.277	153,324	150,658	+2	40,265	39,110	+3
Bar goods.....	62,772	25,147	0.401	53,193	22,576	0.424	494,746	438,947	+13	194,858	182,434	+7
Bulk goods ²	25,197	6,676	0.265	23,165	6,044	0.261	164,020	167,274	-2	41,904	42,525	-1
1/2 and 10% specialties.....	9,834	3,955	0.402	9,313	3,656	0.393	87,956	89,962	-2	34,392	34,671	-1

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: January 8, 1957

SERIES: M16C-116

CONFECTIONERY (Including Chocolate Products) NOVEMBER 1956

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$118,243,000 in November 1956. This was 2 percent below October 1956, and 1 percent above last year's November total. Sales of manufacturer-wholesalers at \$91,750,000 were 4 percent below October 1956, and 1 percent above November 1955. Manufacturer-retailers' sales were 50 percent above October 1956, and were 12 percent above November 1955. Sales by chocolate manufacturers in November were 17 percent below the preceding month, and 5 percent below that of November of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 11 months of 1956 poundage sales were 7 percent and dollar sales 5 percent above last year's level. Poundage sales of bar goods were up 11 percent and poundage sales of package goods retailing above 50 cents were up 16 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.

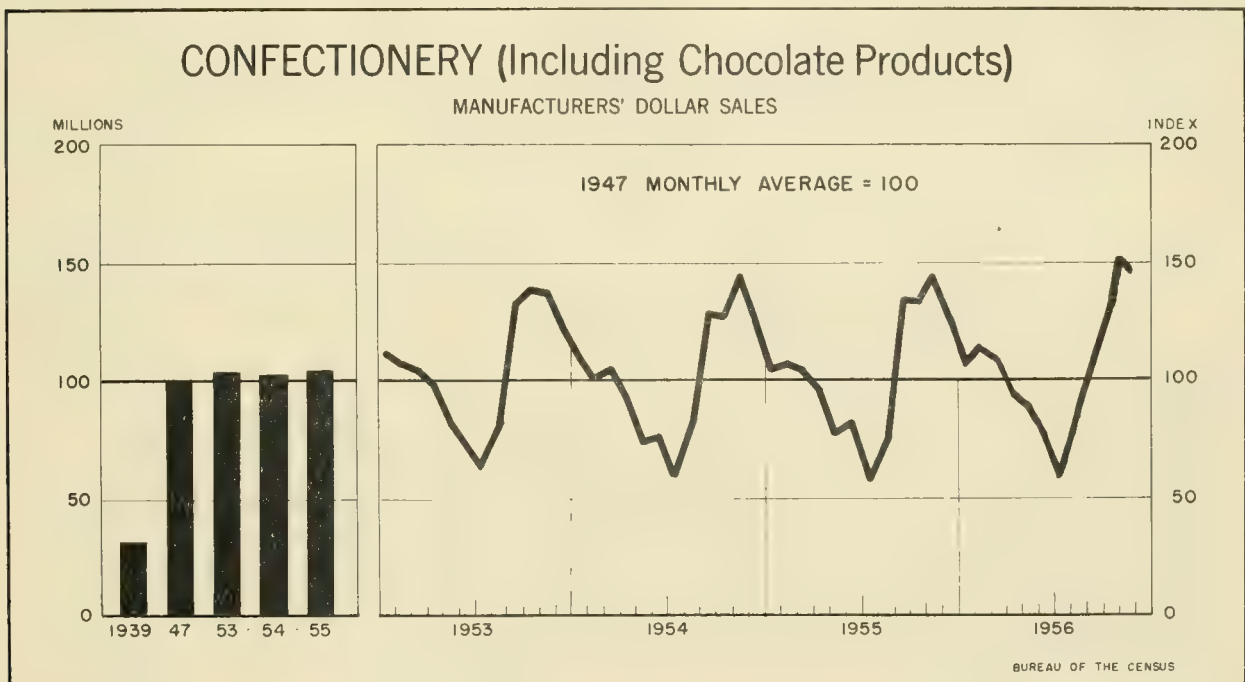


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimates sales year to date	
		November 1956 (\$1,000)	October 1956 (\$1,000)	November 1955* (\$1,000)	Percent change		11 months 1956 \$1,000	Percent change from 11 months 1955
					November 1956 from October 1956	November 1956 from November 1955		
Confectionery and competitive chocolate products, estimated total.....	1,141	118,243	*120,685	116,567	-2	+1	952,338	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	91,750	*95,837	90,755	-4	+1	737,881	+6
Manufacturer-retailers ²	218	13,266	*8,851	11,860	+50	+12	95,774	+5
Chocolate manufacturers.....	12	13,227	*15,997	13,952	-17	-5	118,383	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	12,300	*11,787	12,049	+4	+2	85,892	+6
Middle Atlantic.....	252	25,110	26,178	24,963	-4	+1	222,760	+7
New York and New Jersey.....	133	13,033	15,306	13,954	-15	-7	133,076	+4
Pennsylvania.....	119	12,077	10,872	11,009	+11	+10	89,684	+12
East North Central.....	164	34,352	*39,893	33,045	-14	+4	290,382	+6
Illinois.....	76	27,209	*33,276	27,117	-18	3	248,728	+5
Ohio and Indiana.....	52	5,460	5,205	4,384	+5	+25	30,494	+11
Michigan and Wisconsin.....	36	1,683	1,412	1,544	+19	+9	11,160	-4
West North Central.....	61	2,467	2,876	2,706	-14	-9	19,416	+7
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,512	1,821	1,620	-17	-7	11,843	+20
Iowa and Missouri.....	28	955	1,055	1,086	-9	-12	7,573	-9
South Atlantic.....	97	5,155	*3,920	5,534	+38	-7	34,587	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	2,070	1,788	2,392	+16	-13	14,078	-2
Georgia and Florida.....	37	3,085	*2,132	3,142	+45	-2	20,511	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi....	48	2,954	3,088	2,788	-4	+6	17,261	+8
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,477	*2,620	3,453	+33	+1	19,776	+2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah...	31	927	*726	909	+28	+2	5,376	-3
Pacific.....	100	5,008	*4,749	5,308	+5	-6	42,431	3
California.....	75	3,781	*3,755	4,072	+1	-7	34,259	-1
Washington and Oregon.....	25	1,227	994	1,236	+23	-1	8,172	+0

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	November 1956			November 1955*			First 11 months					
							Pounds (1,000)			Value \$1,000		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1956	1955	Percent change 1956 from 1955	1956	1955	Percent change 1956 from 1955
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	129,310	53,720	...	127,477	53,490	...	1,169,522	1,092,359	+7	451,751	430,170	+5
Packaged goods made to retail at:												
\$1.00 or more per pound.....	8,868	9,241	\$1.042	8,258	8,359	\$1.012	37,715	34,109	+11	40,336	36,503	+10
\$0.50 to \$0.99 per pound.....	19,366	9,254	0.478	18,727	9,340	0.499	130,685	110,917	+18	65,072	59,146	+10
Less than \$0.50 per pound.....	21,628	6,121	0.283	21,263	5,892	0.277	174,952	171,921	+2	46,386	45,002	+3
Bar goods.....	51,029	20,296	0.398	50,642	21,274	0.420	545,775	489,589	+11	215,154	203,698	+6
Bulk goods ²	19,740	5,270	0.267	20,571	5,442	0.265	183,760	187,845	-2	47,174	47,967	-2
5¢ and 10¢ specialties.....	8,679	3,538	0.408	8,016	3,183	0.397	96,635	97,978	-1	37,930	37,844	3

*Revised.

¹A selected group of large manufacturer wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: March 8, 1957

SERIES: M200-17 formerly M160

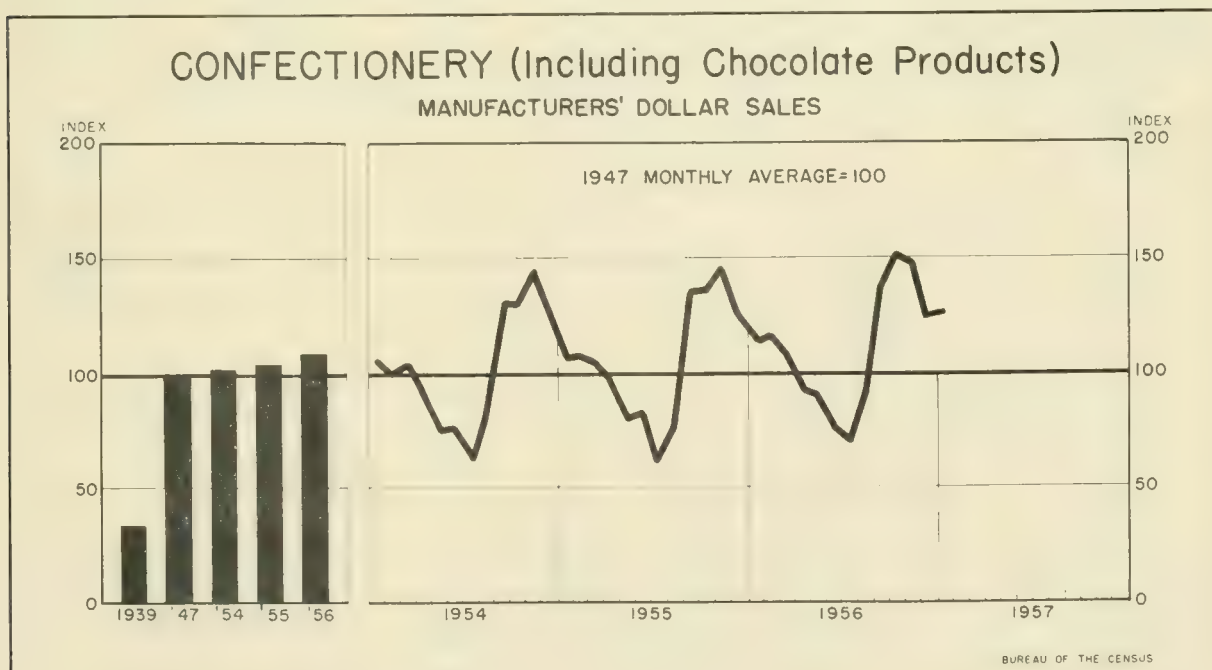
CONFECTIONERY (Including Chocolate Products)

JANUARY 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$96,650,000 in January 1957. This was approximately the same as December 1956, and 6 percent above last year's January total. Sales of manufacturer-wholesalers at \$77,411,000 were 28 percent above December 1956, and 7 percent above January 1956. Manufacturer-retailers' sales were 74 percent below December 1956, but only 1 percent below January 1956. Sales by chocolate manufacturers in January were 25 percent above the preceding month, and 1 percent above January of last year. (See reverse side, table 1 for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales were 5 percent and dollar sales 7 percent higher than January of last year. Poundage sales of bar goods were up 7 percent and poundage sales of package goods retailing above 50 cents were up 16 percent compared with January last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for January 121.3)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated	Estimated sales of current month and comparisons			Percent change	
		January 1957 (\$1,000)	December 1956 (\$1,000)	January 1956 (\$1,000)	January 1957 from December 1956	January 1957 from January 1956
Confectionery and competitive chocolate products, estimated total.....	1,141	96,672	91,274	91,274	+3	+1
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	911	77,411	60,595	72,090	+28	-
Manufacturer-retailers ²	218	6,821	26,131	6,821	-74	-
Chocolate manufacturers.....	12	12,418	9,946	12,294	+25	-
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES						
New England.....	74	10,423	8,478	9,192	+23	-14
Middle Atlantic.....	252	25,347	16,760	22,495	+51	+13
New York and New Jersey.....	133	13,372	9,687	11,468	+33	+17
Pennsylvania.....	119	11,975	7,073	11,027	+69	+9
East North Central.....	144	28,296	18,111	26,765	+23	+6
Illinois.....	76	24,359	17,742	22,694	+37	+7
Ohio and Indiana.....	52	2,480	4,040	2,747	-39	-11
Michigan and Wisconsin.....	36	1,457	1,272	1,324	+15	-11
West North Central.....	61	1,851	1,408	1,838	+31	-1
Minnesota, Kansas, South Dakota, and Nebraska....	33	1,281	903	1,220	+42	+6
Iowa and Missouri.....	28	570	505	618	+13	-1
South Atlantic.....	41	3,344	3,474	3,174	-	-11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	11	1,362	1,765	1,198	-23	-11
Georgia and Florida.....	10	1,942	1,709	1,976	+14	-
East South Central Kentucky, Tennessee, Alabama, and Mississippi....	43	1,395	1,331	1,506	+5	-
West South Central Arkansas, Louisiana, Oklahoma, and Texas.....	10	1,111	1,111	2,656	+38	-
Mountain Arizona, Colorado, Idaho, New Mexico, and Utah...	1	556	556	504	-17	+10
Pacific.....	100	3,483	3,427	3,958	+2	-10
California.....	75	3,483	3,427	3,174	-15	-
Washington and Oregon.....	1	556	556	504	-17	+10

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY*

Type of product	January 1957			January 1956			Percent change January 1957 from January 1956	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	117,142	48,787	...	111,342	45,518	...	+5	-
Package goods made to retail in:								
\$1.00 or more per pound	5,872	7,462	\$1.271	5,317	6,811	\$1.281	+10	+10
\$0.50 to \$0.99 per pound.....	13,579	7,005	...	11,424	5,858	0.513	+19	+20
Less than \$0.50 per pound.....	14,519	3,819	0.263	14,029	3,423	0.244	+3	+12
Bar goods.....	56,003	22,173	...	52,426	21,242	0.405	+7	-
Milk specialties.....	18,287	4,720	0.258	19,279	4,770	0.247	-5	-
5¢ and 10¢ specialties...	8,882	3,608	0.406	8,867	3,414	0.385	(³)	-

*Includes all manufacturer-wholesalers and chocolate manufacturers reporting sales by type of product. Comparison reported in 1956 report on confectionery and competitive chocolate products.

¹Includes penny goods.²Less than 0.5 percent change.

APR 11 1957

FACTS FOR INDUSTRY

FOR RELEASE: April 5, 1957

SERIES: M20C-27 (formerly M16C)

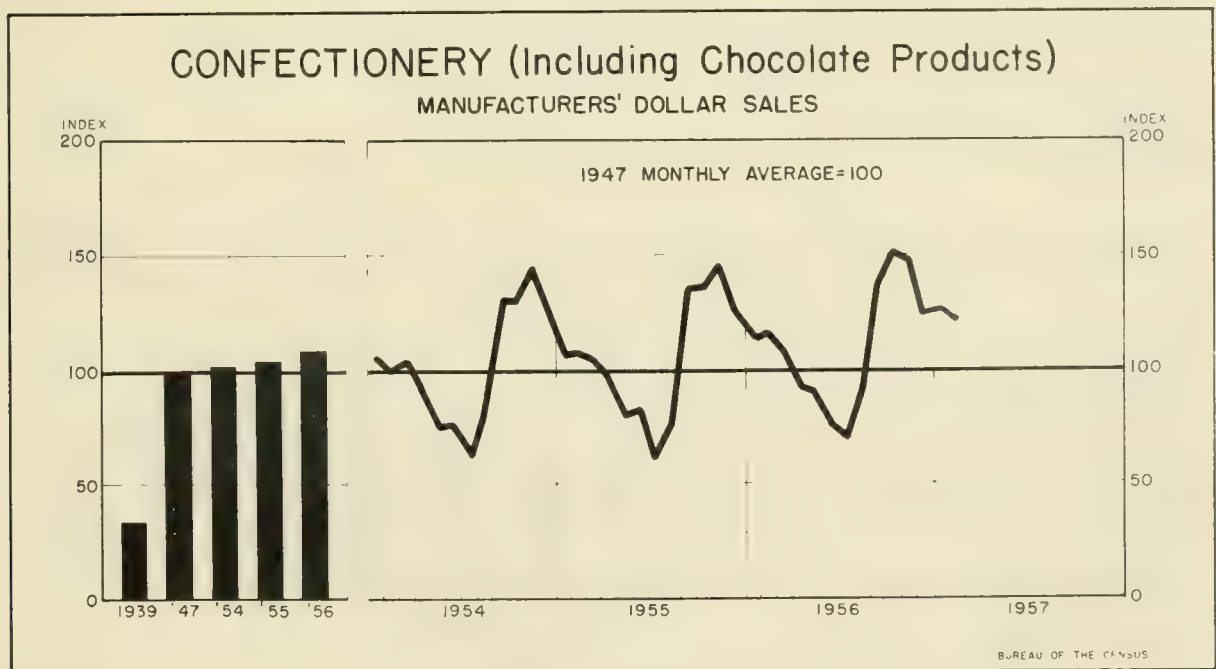
CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$92,374,000 in February 1957. This was 5 percent below the sales for January 1957 and approximately the same as last year's February total. Sales of manufacturer-wholesalers at \$68,654,000 were 11 percent below January 1957, and approximately the same as February 1956. Manufacturer-retailers' sales were 69 percent above January 1957, and approximately the same as February 1956. Sales by chocolate manufacturers in February were 4 percent below the preceding month, and approximately the same as February of last year. (See reverse side, table 1 for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1957 poundage sales were 4 percent and dollar sales 5 percent higher than last year's level. Poundage sales of bar goods were up 8 percent and poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for January 115.9)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparison:					Estimated sales year to date	
		February 1957 (\$1,000)	January 1957 (\$1,000)	February 1956* (\$1,000)	Percent change		2 months 1957 (\$1,000)	Percent change from 2 months 1956
					February 1957 from January 1957	February 1957 from February 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	92,374	*96,970	92,616	-5	(³)	189,344	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	68,654	*77,391	68,896	-11	(³)	146,545	-4
Manufacturer-retailers ²	218	11,440	*6,783	11,479	+69	(³)	18,223	-1
Chocolate manufacturers.....	12	12,280	*12,796	12,241	-4	(³)	25,076	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	9,169	*10,443	8,145	-12	+13	19,612	+13
Middle Atlantic.....	252	21,056	*25,250	21,466	-17	-2	46,306	+5
New York and New Jersey.....	133	11,901	*13,275	12,857	-10	-7	25,176	+3
Pennsylvania.....	119	9,155	11,975	8,609	-24	+6	21,130	+8
East North Central.....	164	26,740	*28,429	26,069	-6	+3	55,169	+4
Illinois.....	76	23,051	*24,492	22,458	-6	+3	47,543	+5
Ohio and Indiana.....	52	2,375	2,480	2,399	-4	-1	4,855	-6
Michigan and Wisconsin.....	36	1,314	1,457	1,212	-10	+8	2,771	+9
West North Central.....	61	1,668	*1,843	1,896	-3	-12	3,511	-6
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,121	*1,273	1,218	-12	-8	2,394	-2
Iowa and Missouri.....	28	547	570	678	-4	-19	1,117	-14
South Atlantic.....	97	2,660	3,304	2,908	-19	-9	5,964	-2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,265	1,362	1,269	-7	(³)	2,627	+6
Georgia and Florida.....	37	1,395	1,942	1,639	-28	-15	3,337	-8
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,526	1,395	1,590	+9	-4	2,921	-6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,817	*2,720	1,927	-33	-6	4,537	-1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	449	556	478	-19	-6	1,005	+2
Pacific.....	100	3,569	*3,451	4,417	+3	-19	7,020	-16
California.....	75	2,793	2,667	3,550	+5	-21	5,460	-19
Washington and Oregon.....	25	776	*784	867	-1	-10	1,560	-6

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	February 1957			February 1956			First 2 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957*	1956	Percent change 1957 from 1956	1957*	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	110,457	42,610	...	109,347	42,104	...	228,665	220,689	-4	91,577	87,622	+5
Package goods made to retail at:												
\$1.00 or more per pound....	2,444	2,480	\$1.016	2,804	2,875	\$1.025	8,330	8,121	+3	9,959	9,740	+3
\$0.50 to \$0.99 per pound....	11,449	5,777	0.505	11,823	6,012	0.509	24,943	23,247	+7	12,752	11,870	+7
Less than \$0.50 per pound....	14,340	3,959	0.267	16,039	4,140	0.258	29,572	30,068	-2	7,881	7,840	...
Bar goods.....	55,408	21,921	0.396	51,550	21,001	0.407	112,334	103,976	+8	44,472	42,243	+5
Bulk goods ²	17,518	4,421	0.252	18,229	4,586	0.252	35,448	37,508	-5	9,022	9,356	-4
Se and low specialties.....	8,800	3,766	0.428	8,902	3,490	0.392	18,038	17,769	+2	7,491	6,900	+9

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting sales retail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: May 6, 1957

SERIES: M20C-37 (formerly M16C)

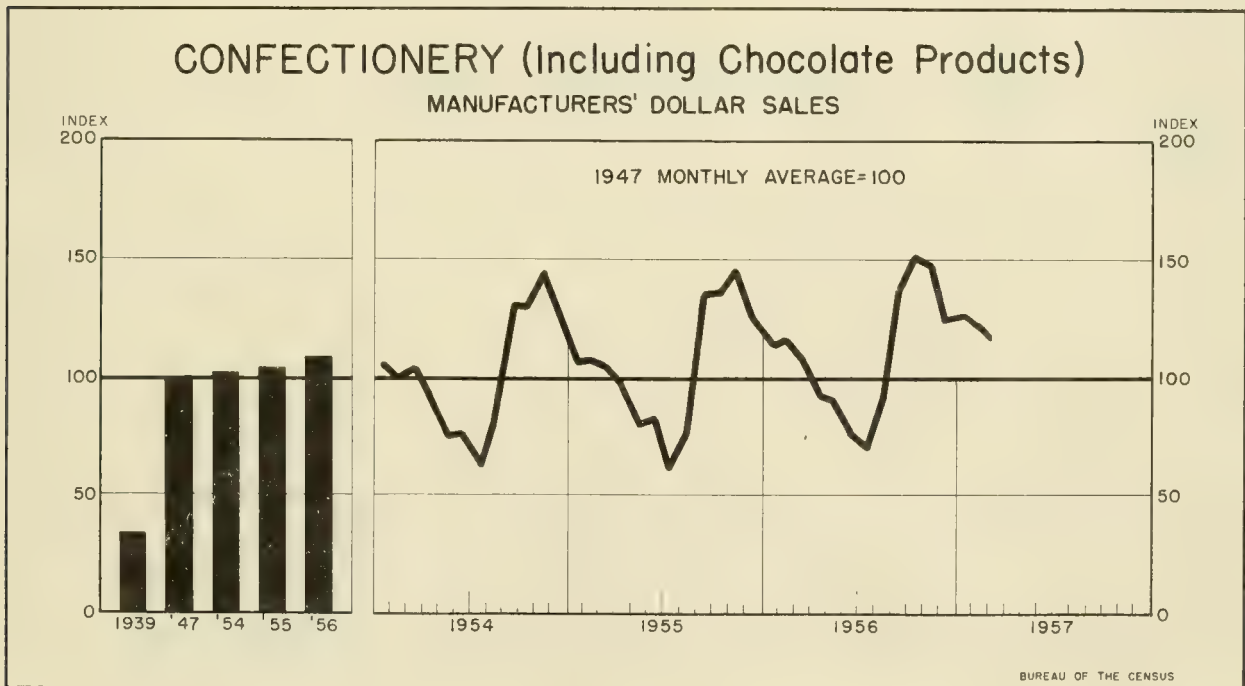
CONFECTIONERY (Including Chocolate Products)

MARCH 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$90,770,000 in March 1957. This was 1 percent below the sales for February 1957 but 6 percent above last year's March total. Sales of Manufacturer-wholesalers at \$68,924,000 were 2 percent above February 1957, and 14 percent above March 1956. Manufacturer-retailers' sales were 36 percent below February 1957, and 52 percent below March 1956. However, sales by chocolate manufacturers in March were 18 percent above the preceding month, and 40 percent above March of last year. (See reverse side, table 1 for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first three months of 1957 poundage sales were 7 percent and dollar sales 8 percent higher than last year's level. Poundage sales of bar goods were up 9 percent and poundage sales of package goods retailing above 50 cents were up 10 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for March 113.9)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		March 1957 (\$1,000)	February 1957 (\$1,000)	March 1956* (\$1,000)	Percent change		3 months 1957 (\$1,000)	Percent change from 1956
					March 1957 from February 1957	March 1957 from March 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	90,770	*91,338	85,982	-1	+6	279,078	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	68,924	*67,627	60,483	+2	+14	213,942	+6
Manufacturer-retailers ²	218	7,301	*11,415	15,113	-36	-52	25,499	-24
Chocolate manufacturers.....	12	14,545	*12,296	10,386	+18	+40	39,637	+14
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	7,909	*8,128	6,966	-3	+14	26,480	+3
Middle Atlantic.....	252	22,818	*21,028	17,781	+9	+28	64,766	+12
New York and New Jersey.....	133	13,446	*11,873	10,072	+13	+33	38,594	+12
Pennsylvania.....	119	9,372	9,155	7,709	+2	+22	30,502	+12
East North Central.....	164	25,432	*26,767	23,505	-5	+8	81,627	+6
Illinois.....	76	22,168	*23,078	20,294	-4	+9	69,738	+7
Ohio and Indiana.....	52	2,276	2,375	2,233	-4	+2	7,131	-3
Michigan and Wisconsin.....	36	988	1,314	978	-25	+1	3,759	+7
West North Central.....	61	1,538	1,668	1,545	-8	3	5,049	-4
Minnesota, Kansas, South Dakota, and Nebraska.....	33	986	1,121	954	-12	+3	3,320	3
Iowa and Missouri.....	28	552	547	591	+1	-7	1,669	-12
South Atlantic.....	97	3,130	2,660	2,928	+18	+7	9,094	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,403	1,265	1,258	+11	+12	4,030	+8
Georgia and Florida.....	37	1,727	1,395	1,670	+24	+3	5,064	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,483	1,526	1,263	-3	+17	4,404	+1
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,148	*1,816	2,046	+18	+5	6,684	+1
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	437	449	440	-3	-1	1,442	-1
Pacific.....	100	4,029	*3,585	4,009	+12	3	11,065	-11
California.....	75	3,278	*2,809	3,272	+17	(3)	8,754	-12
Washington and Oregon.....	25	751	776	737	-3	+2	2,311	-3

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1957			March 1956			First 3 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	112,408	44,212	...	96,561	37,719	...	340,285	317,250	+7	135,434	125,341	+8
Package goods made to retail at:												
\$1.00 or more per pound.....	3,389	3,758	\$1.109	3,138	3,485	\$1.111	11,719	11,259	+4	13,717	13,171	+4
\$0.50 to \$0.99 per pound.....	10,789	5,506	0.510	8,561	4,381	0.512	35,732	31,808	+12	18,256	16,251	+12
Less than \$0.50 per pound...	16,088	4,220	0.262	12,419	3,262	0.263	45,660	42,487	+7	12,101	10,825	+12
Bar goods.....	56,903	23,008	0.404	49,901	19,765	0.396	168,449	153,877	+9	67,125	62,008	+8
Bulk goods ²	16,837	4,261	0.253	14,404	3,640	0.253	52,285	51,912	+1	13,283	12,996	+2
5c and 10c specialties.....	8,402	3,459	0.412	8,138	3,186	0.391	26,440	25,907	+2	10,950	10,090	+

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: May 7, 1957

SERIES: M20C-47 (formerly M16C)

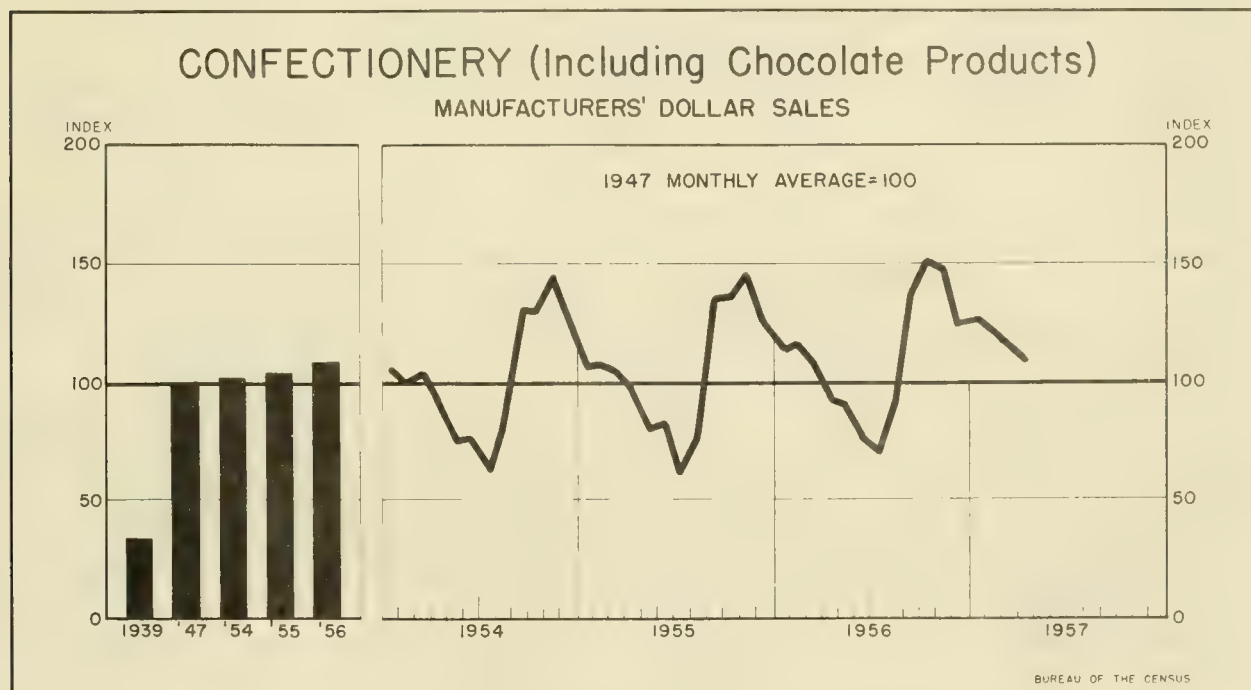
CONFECTIONERY (Including Chocolate Products)

APRIL 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$84,194,000 in April 1957. This was 7 percent below the sales for March 1957 but 15 percent above last year's April total. Sales of Manufacturer-wholesalers at \$61,523,000 were 11 percent below March 1957, but 7 percent above April 1956. Manufacturer-retailers' sales were 111 percent above March 1957, and 133 percent above April 1956. However, sales by chocolate manufacturers in April were 50 percent below the preceding month, and 19 percent below April of last year. (See reverse side, table 1 for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first four months of 1957 both poundage and dollar sales were 6 percent higher than last year's level. Poundage sales of bar goods were up 7 percent and poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for April 1957)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated	Estimated sales of current month and comparisons					Estimated sales year to date	
		April 1957 (\$1,000)	March 1957 (\$1,000)	April 1956* (\$1,000)	Percent change		4 months 1957 (\$1,000)	Percent change from 4 months 1956
					April 1957 from March 1957	April 1957 from April 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	84,194	*90,912	73,143	-7	+15	363,414	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	61,523	*69,066	57,595	-11	+7	275,607	+6
Manufacturer-retailers ²	218	15,381	7,301	6,597	+111	+133	40,880	+2
Chocolate manufacturers.....	12	7,290	14,545	8,951	-50	-19	46,927	+7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	74	6,950	*7,913	6,554	-12	+6	33,434	+8
Middle Atlantic.....	61	18,970	22,818	18,135	-17	+5	88,066	+10
New York and New Jersey.....	133	11,159	13,446	11,102	-17	+1	49,753	+9
Pennsylvania.....	119	7,811	9,372	7,033	-17	+11	38,313	+11
East North Central.....	164	23,915	*25,570	22,007	-6	+7	104,681	+6
Illinois.....	76	21,014	*22,306	18,917	-6	+11	90,890	+8
Ohio and Indiana.....	33	2,090	2,276	2,123	-8	-2	9,221	-3
Michigan and Wisconsin.....	36	811	88	967	-18	-16	4,570	+2
West North Central.....	61	1,538	1,538	1,406	...	+9	6,587	-1
Minnesota, Kansas, South Dakota, and Nebraska.....	33	942	986	850	-4	+11	4,322	+2
Iowa and Missouri.....	28	596	542	556	+8	+7	2,265	-7
South Atlantic.....	47	2,913	3,130	2,875	-7	+1	12,007	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,227	1,403	1,161	-13	+6	5,257	+8
Georgia and Florida.....	47	1,686	1,727	1,714	-2	-2	6,750	-4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,339	1,483	1,179	-10	+14	5,743	+4
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	35	2,104	2,148	1,687	-2	+25	8,788	+6
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	11	43	437	397	-2	+8	1,872	+3
Pacific.....	100	3,364	4,029	3,355	-12	(3)	14,429	-8
California.....	74	2,668	3,278	2,761	-19	-3	11,422	-10
Washington and Oregon.....	26	696	751	594	-7	+17	3,007	+1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1957			April 1956			First 4 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS ²	...	36,119	...	92,511	35,900	...	435,425	409,761	+6	171,553	161,241	+6
Package goods made to retail at:												
\$1.00 or more per pound....	3,427	3,767	\$1.099	3,141	3,523	\$1.122	15,146	14,400	+5	17,484	16,694	+5
\$0.50 to \$0.99 per pound....	7,800	3,681	0.472	7,750	3,975	0.513	43,532	39,558	+10	21,939	20,226	+8
Less than \$0.50 per pound..	14,528	3,733	0.257	13,221	3,497	0.265	60,188	55,708	+8	15,834	14,322	+11
Bar goods.....	47,125	17,930	0.380	46,975	18,342	0.390	215,574	200,852	+7	85,055	80,350	+6
Bulk goods ³	14,012	3,570	0.255	13,187	3,347	0.254	66,297	65,099	+2	16,853	16,343	+3
5¢ and 10¢ specialties.....	8,248	3,438	0.417	8,237	3,216	0.390	34,688	34,144	+2	14,388	13,306	+8

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: August 12, 1957

SERIES: M20C-67 (formerly M16C)

CONFECTIONERY (Including Chocolate Products)

JUNE 1957

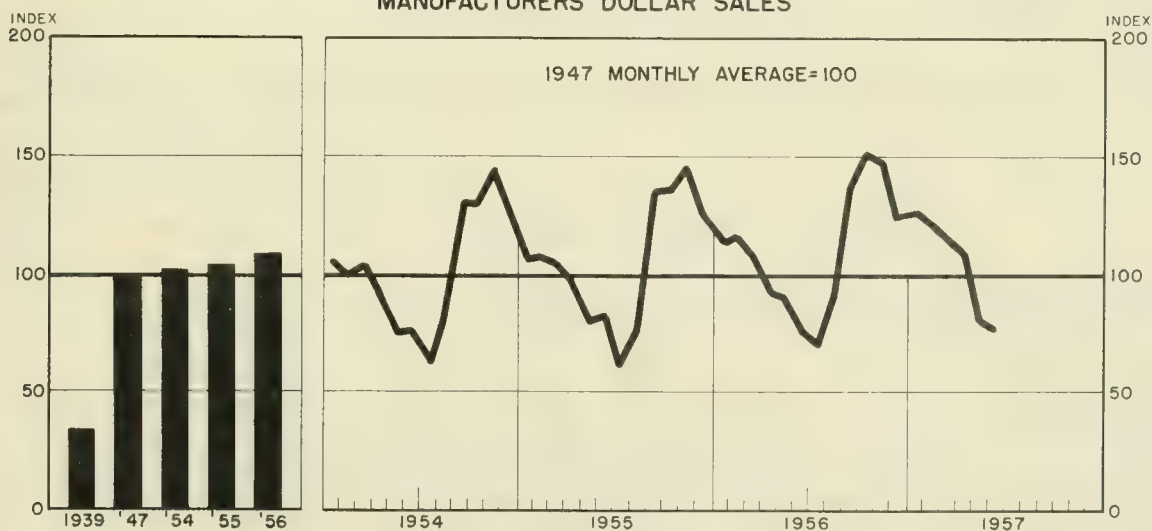
Manufacturers sales of confectionery and competitive chocolate products were estimated at \$62,777,000 in June 1957. While this was 8 percent below the sales for May 1957, it was 5 percent above last year's June total. Sales of Manufacturer-wholesalers at \$50,610,000 were 6 percent below May 1957, but 5 percent above June 1956. Manufacturer-retailers' sales were 29 percent below May 1957, but only 4 percent below June 1956. Sales by chocolate manufacturers in June were 2 percent above the preceding month, and 12 percent above June of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first six months of 1957 both poundage and dollar sales were 4 percent higher than last year's level. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.

CONFECTIONERY (Including Chocolate Products)

MANUFACTURERS' DOLLAR SALES



BUREAU OF THE CENSUS

(Index number for June 78.8)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		June 1957 (\$1,000)	May 1957 (\$1,000)	June 1956* (\$1,000)	Percent change		6 months 1957 (\$1,000)	Percent change from 6 months 1956
					June 1957 from May 1957	June 1957 from June 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	62,777	*68,374	59,913	-8	+5	494,743	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	50,610	*54,063	48,217	-6	+5	380,296	+5
Manufacturer-retailers ²	218	5,578	7,832	5,829	-29	-4	54,452	+1
Chocolate manufacturers.....	12	6,589	6,479	5,867	+2	+12	59,995	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	4,722	5,210	4,480	-9	+5	43,366	+6
Middle Atlantic.....	252	16,297	16,959	15,614	-4	+4	121,322	+7
New York and New Jersey.....	133	11,180	11,002	10,367	+2	+8	71,935	+6
Pennsylvania.....	119	5,117	5,957	5,247	-14	-2	49,387	+8
East North Central.....	164	20,480	*21,773	18,884	-6	+8	146,950	+5
Illinois.....	76	18,163	*18,981	16,741	-4	+8	128,050	+6
Ohio and Indiana.....	52	1,688	*2,057	1,566	-18	+8	12,966	-2
Michigan and Wisconsin.....	36	629	735	577	-14	+9	5,934	+3
West North Central.....	61	1,337	1,498	1,219	-11	+10	9,422	+1
Minnesota, Kansas, South Dakota, and Nebraska.....	33	813	906	732	-10	+11	6,041	+4
Iowa and Missouri.....	28	524	592	487	-11	+8	3,381	-3
South Atlantic.....	97	2,360	2,593	2,433	-9	-3	16,962	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,042	1,119	797	-7	+5	7,418	+6
Georgia and Florida.....	37	1,320	1,474	1,436	-10	-8	9,544	-6
East South Central.....	48	984	1,150	914	-14	+8	7,877	+3
Kentucky, Tennessee, Alabama, and Mississippi.....	48	984	1,150	914	-14	+8	7,877	+3
West South Central.....	95	998	1,297	838	-23	+19	11,083	+8
Arkansas, Louisiana, Oklahoma, and Texas.....	95	998	1,297	838	-23	+19	11,083	+8
Mountain.....	21	355	401	320	-11	+11	2,628	+5
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	355	401	320	-11	+11	2,628	+5
Pacific.....	100	3,075	3,182	3,515	-3	-13	20,686	-8
California.....	75	2,564	2,564	2,984	(³)	-14	16,554	-10
Washington and Oregon.....	25	507	618	531	-18	-5	4,132	+1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	June 1957			June 1956			First 6 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	85,436	30,739	...	79,250	28,710	...	608,231	582,276	+4	233,881	224,458	+4
Package goods made to retail at:												
\$1.00 or more per pound....	1,044	1,026	\$0.983	1,206	1,298	\$1.076	17,829	17,104	+4	20,206	19,553	+3
\$0.50 to \$0.99 per pound...	7,327	3,835	0.523	6,485	3,362	0.518	58,141	54,490	+7	29,447	27,955	+5
Less than \$0.50 per pound...	13,779	3,556	0.258	13,452	3,497	0.260	89,640	84,411	+6	23,342	21,859	+7
Bar goods.....	41,638	15,652	0.376	37,509	14,272	0.380	298,304	284,728	+5	116,152	112,417	+3
Dark goods ²	12,698	3,035	0.239	11,680	2,802	0.240	92,138	89,432	+3	23,227	22,341	+4
Light and 100 specialties.....	8,950	3,635	0.406	8,918	3,479	0.390	52,179	52,111	(³)	21,507	20,332	+6

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Included penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: September 9, 1957

SERIES: M20C-77 (formerly M16C)

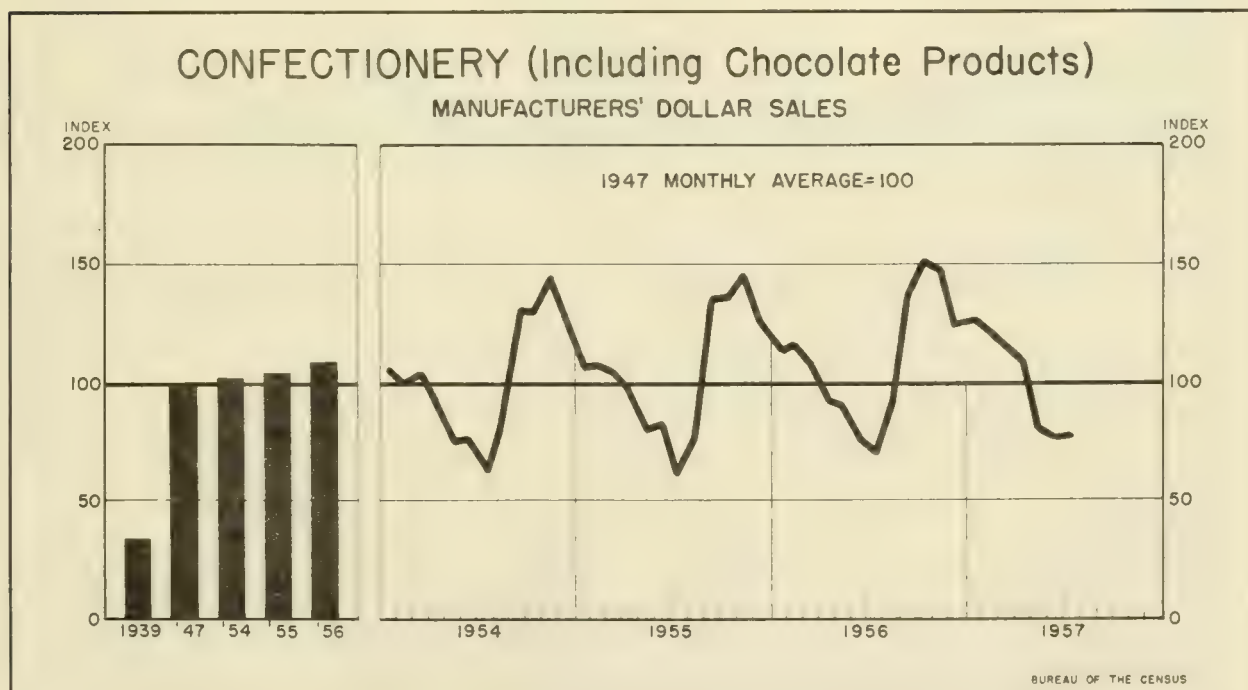
CONFECTIONERY (Including Chocolate Products)

JULY 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$59,992,000 in July 1957. While this was 4 percent below the sales for June 1957, it was 9 percent above last year's July total. Sales of Manufacturer-wholesalers at \$48,245,000 were 5 percent below June 1957, but 11 percent above July 1956. Manufacturer-retailers' sales were 2 percent below June 1957, and 3 percent below July 1956. Sales by chocolate manufacturers in July were 4 percent below the preceding month, but were 8 percent above July of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1957 poundage and dollar sales were up 6 and 5 percent, respectively, over last year's level. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for July 78.0)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		July 1957 (\$1,000)	June 1957 (\$1,000)	July 1956* (\$1,000)	Percent change		7 months 1957 (\$1,000)	Percent change from 7 months 1956
					July 1957 from June 1957	July 1957 from July 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	59,992	*62,783	54,961	-4	+9	554,741	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	48,245	*50,616	43,496	-5	+11	428,547	+5
Manufacturer-retailers ²	218	5,446	5,578	5,631	-2	-3	59,898	-1
Chocolate manufacturers.....	12	6,301	6,589	5,834	-4	+8	66,296	-4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	4,094	4,722	3,629	-13	+13	47,460	+7
Middle Atlantic.....	252	15,646	16,297	14,319	-4	+2	136,968	+7
New York and New Jersey.....	133	11,136	11,180	9,302	(3)	+20	83,071	+7
Pennsylvania.....	119	4,510	5,117	5,017	-12	-10	53,897	-6
East North Central.....	164	20,125	*20,486	17,614	-2	+14	167,081	+6
Illinois.....	76	18,169	*18,169	15,775	...	+15	146,225	+7
Ohio and Indiana.....	52	1,470	1,688	1,441	-13	+2	14,436	-2
Michigan and Wisconsin.....	36	486	629	398	-23	+22	6,420	+5
West North Central.....	61	1,214	1,337	1,061	-9	+14	10,636	+2
Minnesota, Kansas, South Dakota, and Nebraska.....	33	700	813	592	-14	+18	6,741	+5
Iowa and Missouri.....	28	514	524	469	-2	+10	3,895	-2
South Atlantic.....	97	2,267	2,362	2,259	-4	3	19,229	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	970	1,042	919	-7	+6	8,388	+6
Georgia and Florida.....	37	1,297	1,320	1,340	-2	-3	10,841	-5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,069	984	899	+9	+19	8,946	+5
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	943	998	865	-6	+9	12,026	+8
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	275	355	227	-13	+21	2,903	+6
Pacific.....	100	2,612	3,075	2,623	-15	(3)	23,298	-7
California.....	75	2,104	2,568	2,136	-18	-2	18,658	-9
Washington and Oregon.....	25	508	507	487	3	+4	4,640	+2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	July 1957			July 1956			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	83,870	29,904	...	73,242	26,297	...	692,101	655,518	+6	263,785	250,755	+5
Package goods made to retail at:												
\$1.00 or more per pound...	939	916	\$0.976	1,070	1,112	\$1.039	18,768	18,174	+3	21,122	20,665	+2
\$0.50 to \$0.99 per pound..	7,785	4,088	0.525	5,361	2,766	0.516	65,926	59,851	+10	33,535	30,721	+9
Less than \$0.50 per pound..	13,830	3,434	0.248	12,015	3,103	0.258	103,470	96,426	+7	26,776	24,962	+7
Bar goods.....	40,794	14,962	0.367	35,824	13,387	0.374	339,098	320,552	+6	131,114	125,804	+4
Bulk goods ²	12,300	3,103	0.252	11,129	2,826	0.254	104,438	100,561	+4	26,330	25,168	+5
5¢ and 10¢ specialties.....	8,222	3,401	0.414	7,843	3,103	0.396	60,401	59,954	+1	24,908	23,435	+6

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: October 10, 1957

SERIES: M20C-87 (formerly M16C)

CONFECTIONERY (Including Chocolate Products)

AUGUST 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$74,703,000 in August 1957. This was 25 percent above the sales for July 1957, and 2 percent above last year's August total. Sales of Manufacturer-wholesalers at \$58,764,000 were 22 percent above July 1957, and 3 percent above August 1956. Manufacturer-retailers' sales were 23 percent above July 1957, and 2 percent above August 1956. Sales by chocolate manufacturers in August were 47 percent above the preceding month, but were 4 percent below August of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eight months of 1957 both poundage and dollar sales were up 5 percent over last year's level. Poundage sales of bar goods were up 4 percent and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.

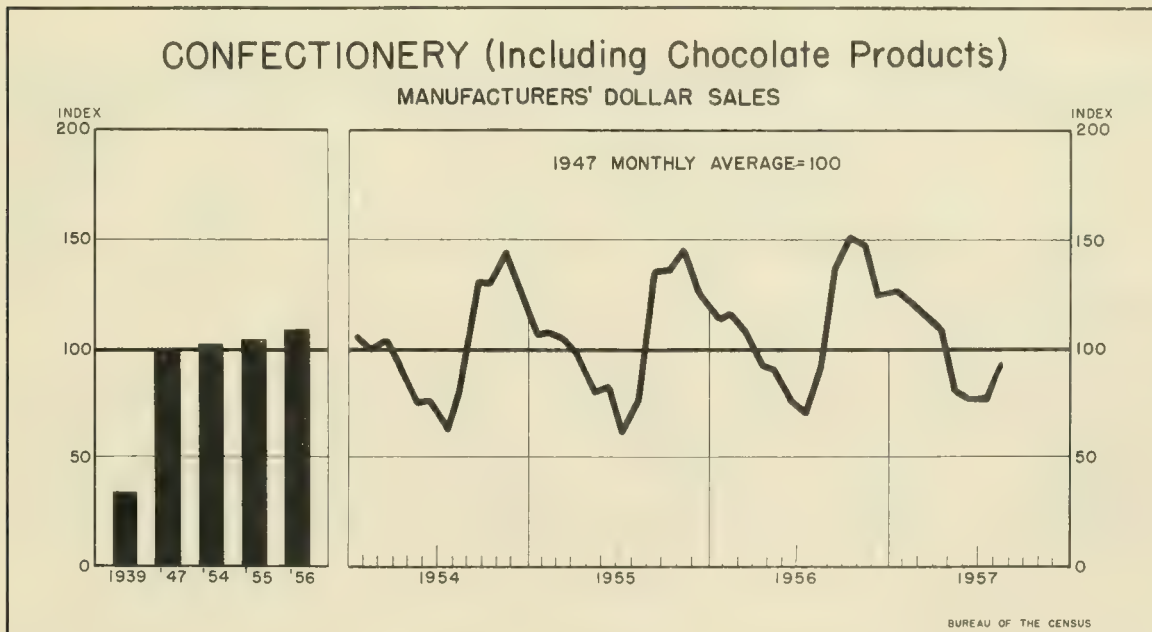


Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		August 1957 (\$1,000)	July 1957 (\$1,000)	August 1956 (\$1,000)	Percent change		8 months 1957 (\$1,000)	Percent change from 8 months 1956
					August 1957 from July 1957	August 1957 from August 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	74,703	*54,404	73,362	+36	+3	549,442	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	58,764	*48,249	57,169	+22	+3	487,315	+5
Manufacturer-retailers ²	218	6,698	5,446	6,544	+23	+2	66,596	+1
Chocolate manufacturers.....	12	9,241	6,301	9,649	+47	-4	75,537	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	6,814	4,094	6,183	+68	+20	54,274	+7
Middle Atlantic.....	252	18,375	15,646	17,285	+17	+6	155,343	+7
New York and New Jersey.....	133	12,291	11,136	11,646	+10	+6	95,362	+7
Pennsylvania.....	119	6,084	4,510	5,639	+35	+8	59,981	+6
East North Central.....	164	23,796	*10,110	23,467	+18	+1	190,881	+6
Illinois.....	76	21,220	*18,173	21,010	+17	+1	167,449	+6
Ohio and Indiana.....	52	1,844	1,470	1,692	+25	+3	16,280	-1
Michigan and Wisconsin.....	36	732	486	765	+51	-4	7,152	+4
West North Central.....	61	1,651	1,214	1,570	+36	+1	12,287	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	33	857	700	757	+22	+13	7,598	+6
Iowa and Missouri.....	28	794	514	813	+54	-2	4,689	-2
South Atlantic.....	97	2,524	2,067	2,842	+21	-11	21,753	-2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,130	970	1,052	+16	+7	9,518	+6
Georgia and Florida.....	37	1,394	1,297	1,790	+7	-22	12,235	-8
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,126	1,069	1,078	+5	+4	10,074	+5
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,009	943	930	+7	+8	13,035	+2
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	399	275	397	+45	+1	3,302	+5
Pacific.....	100	3,070	2,612	3,417	+18	-10	26,368	-8
California.....	75	2,448	2,104	2,826	+16	-13	21,106	-10
Washington and Oregon.....	25	622	508	591	+22	+5	5,262	+2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	August 1957			August 1956			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	102,135	36,783	...	101,794	36,426	...	794,236	757,312	+5	300,568	287,181	+5
Package goods made to retail at:												
\$1.00 or more per pound...	1,648	1,549	\$0.440	1,336	1,271	\$0.951	20,416	19,510	+5	22,671	21,936	+3
\$0.50 to \$0.99 per pound..	9,293	4,833	0.520	9,256	4,655	0.503	75,219	69,107	+9	38,368	35,376	+8
Less than \$0.50 per pound..	18,160	4,406	0.243	16,059	4,103	0.255	121,630	112,485	+8	31,182	29,065	+7
Bar goods.....	47,085	18,014	0.383	49,504	18,945	0.383	386,183	370,056	+4	149,128	144,749	+3
Bulk goods ²	16,419	4,157	0.253	16,504	3,985	0.241	120,857	117,065	+3	30,487	29,153	+5
5¢ and 10¢ specialties.....	9,530	3,824	0.401	9,135	3,467	0.380	69,931	69,089	+1	28,732	26,902	+7

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes candy goods.

FACTS FOR INDUSTRY

FOR RELEASE: November 8, 1957

SERIES: M20C-97 (formerly M16C)

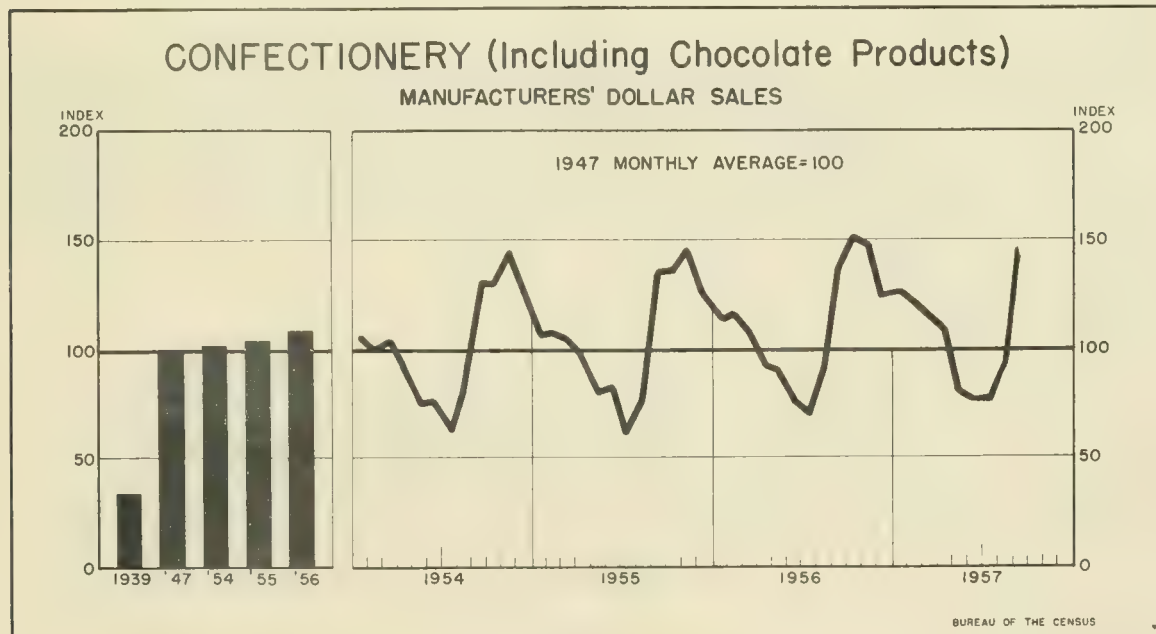
CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$117,610,000 in September 1957. This was 57 percent above the sales for August 1957, and 8 percent above last year's September total. Sales of Manufacturer-wholesalers at \$93,201,000 were 58 percent above August 1957, and 8 percent above September 1956. Manufacturer-retailers' sales were 9 percent above August 1957, and were virtually unchanged from September 1956. Sales by chocolate manufacturers in September were 85 percent above the preceding month, and were 7 percent above September of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first nine months of 1957 both poundage and dollar sales were up 5 percent over last year's level. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for September 147.7)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimates sales of current month and comparisons					Estimated sales year to date	
		September 1957 (\$1,000)	August 1957 (\$1,000)	September 1956* (\$1,000)	Percent change		9 months 1957 (\$1,000)	Percent change from 9 months 1956
					September 1957 from August 1957	September 1957 from September 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	117,610	*74,812	109,209	+57	+8	747,541	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	93,201	*58,826	85,922	+58	+8	580,952	+6
Manufacturer-retailers ²	218	7,334	*6,745	7,349	+9	(3)	73,977	+1
Chocolate manufacturers.....	12	17,075	9,241	15,938	+85	+7	92,612	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	12,660	6,814	11,063	+26	+14	66,934	+2
Middle Atlantic.....	252	28,184	18,375	26,155	+53	+8	183,527	+7
New York and New Jersey.....	133	16,642	12,291	15,744	+35	+6	112,004	+7
Pennsylvania.....	119	11,542	6,084	10,411	+90	+11	71,523	+7
East North Central.....	164	38,226	*23,805	35,381	+61	+8	229,116	+6
Illinois.....	76	33,237	*21,229	30,763	+57	+8	200,695	+7
Ohio and Indiana.....	52	3,497	1,844	3,456	+90	+1	19,777	(3)
Michigan and Wisconsin.....	36	1,492	732	1,162	+104	+28	2,644	+7
West North Central.....	61	2,221	1,651	2,107	+35	+5	14,508	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,337	857	1,326	+56	+1	8,935	+5
Iowa and Missouri.....	28	884	794	781	+11	+13	5,573	+3
South Atlantic.....	97	3,375	*2,577	3,308	+31	+2	25,555	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,287	1,130	1,247	+14	+3	10,805	+6
Georgia and Florida.....	37	2,088	*1,447	2,061	+44	+1	14,750	+4
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,932	1,126	1,584	+72	+22	12,004	+7
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,952	1,009	1,592	+93	+23	14,987	+10
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	640	399	585	+60	+9	3,942	+6
Pacific.....	100	4,011	3,070	4,147	+31	-3	30,379	-7
California.....	75	3,197	2,448	3,349	+31	-5	24,303	-9
Washington and Oregon.....	25	814	622	798	+31	+2	6,076	+2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	September 1957			September 1956			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	146,538	58,872	...	137,019	54,463	...	940,774	894,331	+5	359,440	341,644	+5
Package goods made to retail at:												
\$1.00 or more per pound....	5,438	5,170	\$0.951	5,039	4,881	\$0.969	25,854	24,549	+5	27,841	26,817	+4
\$0.50 to \$0.99 per pound....	19,093	9,550	0.500	19,551	9,493	0.486	94,312	88,658	+6	47,918	44,869	+7
Less than \$0.50 per pound..	20,996	5,975	0.285	19,067	5,285	0.277	142,626	131,552	+8	37,157	34,350	+8
Bar goods.....	69,022	27,602	0.400	62,567	25,194	0.403	455,205	432,623	+5	176,730	166,943	+6
Bulk goods ²	21,925	6,415	0.293	21,762	6,075	0.279	142,782	138,827	+3	36,902	35,228	+5
5¢ and 10¢ specialties.....	10,064	4,160	0.413	9,033	3,535	0.391	79,995	78,122	+2	32,892	30,437	+8

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: January 13, 1958

SERIES: M20C-117 (formerly M16C)

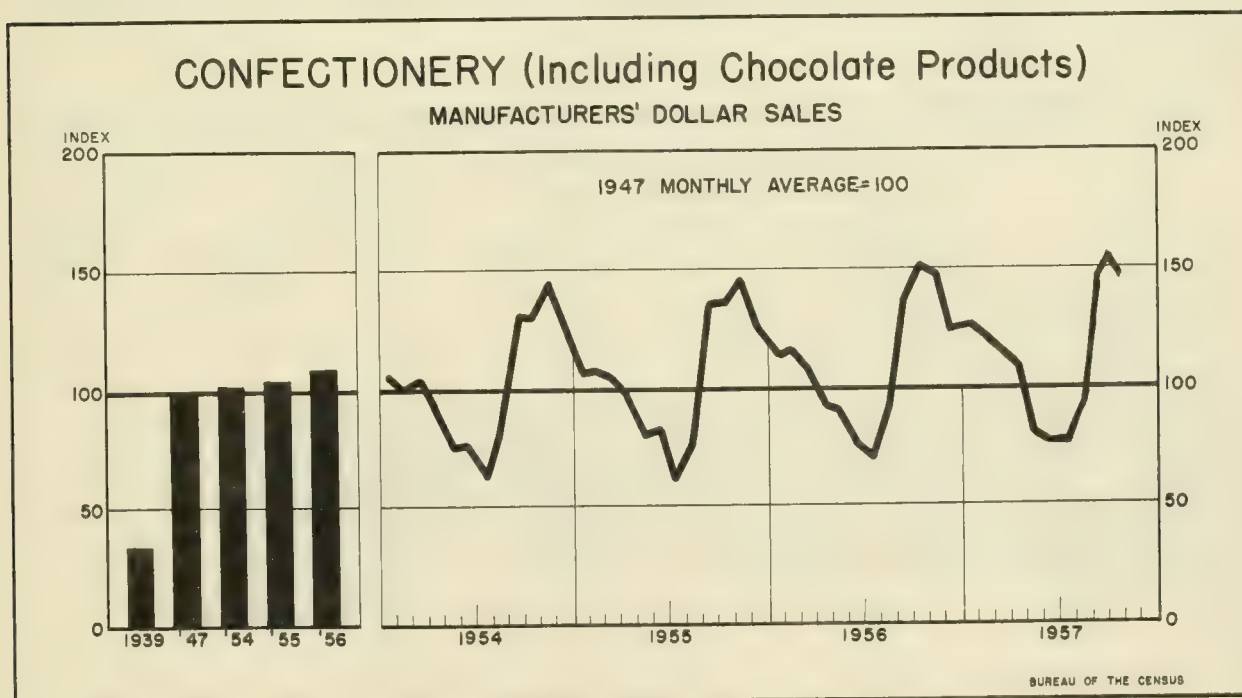
CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$117,280,000 in November 1957. This was 8 percent below the sales for October 1957, and 1 percent below last year's November total. Sales of Manufacturer-wholesalers at \$92,759,000 were 8 percent below October 1957, but were 1 percent above November 1956. Manufacturer-retailers' sales were 28 percent above October 1957, but were 11 percent below November 1956. Sales by chocolate manufacturers in November were 25 percent below the preceding month, and were 4 percent below November of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eleven months of 1957 poundage and dollar sales were up 4 percent and 5 percent, respectively, over last year's level. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 3 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for November 147.2)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		November 1957 (\$1,000)	October 1957 (\$1,000)	November 1956* (\$1,000)	Percent change		11 months 1957 (\$1,000)	Percent change from 1956
					November 1957 from October 1957	November 1957 from November 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	117,280	*126,988	118,264	-8	-1	991,938	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	92,759	*100,805	91,788	-8	+1	774,650	+5
Manufacturer-retailers ²	218	11,789	9,241	13,249	+28	-11	95,002	-3
Chocolate manufacturers.....	12	12,732	16,942	13,227	-25	-4	122,286	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	11,915	12,561	12,397	-5	-4	91,410	+6
Middle Atlantic.....	252	27,549	27,295	25,110	+1	+10	238,404	-7
New York and New Jersey.....	133	15,608	16,047	13,033	+3	+20	143,692	+8
Pennsylvania.....	119	11,941	11,248	12,077	+6	-1	94,712	+6
East North Central.....	164	33,640	*42,144	34,337	-20	-2	304,999	+5
Illinois.....	76	27,310	*35,430	27,194	-23	+3	263,534	+6
Ohio and Indiana.....	52	4,524	4,905	5,460	-8	-17	29,206	-4
Michigan and Wisconsin.....	36	1,806	1,809	1,683	(³)	+7	12,259	+18
West North Central.....	61	2,534	3,029	2,467	-16	+3	20,071	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,656	1,869	1,512	-11	+10	12,460	+5
Iowa and Missouri.....	28	878	1,160	955	-24	-8	7,611	+1
South Atlantic.....	97	5,674	4,513	5,204	+26	+9	35,742	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	2,039	1,946	2,070	+5	-1	14,790	+5
Georgia and Florida.....	37	3,635	2,567	3,134	+42	+16	20,952	+2
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	2,528	3,248	2,954	-22	-14	17,780	+3
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,542	*2,760	3,476	+28	+2	21,289	+8
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	942	744	927	+27	+2	5,628	+5
Pacific.....	100	4,435	4,511	4,916	-2	-10	39,327	-7
California.....	75	3,218	3,520	3,689	-9	-13	31,043	-9
Washington and Oregon.....	25	1,217	991	1,227	+23	-1	8,284	+1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	November 1957			November 1956			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	124,847	52,963	...	129,403	53,803	...	1,218,068	1,170,399	+4	472,626	452,047	+5
Package goods made to retail at:												
\$1.00 or more per pound.....	9,027	9,355	\$1.036	8,950	9,324	\$1.042	39,742	37,797	+5	41,580	40,119	+4
\$0.50 to \$0.99 per pound....	16,504	8,263	0.501	19,301	9,217	0.478	133,162	130,751	+2	67,097	65,015	+3
Less than \$0.50 per pound...	20,791	6,042	0.291	21,628	6,121	0.283	185,187	174,952	+6	49,306	46,386	+6
Bar goods.....	51,836	20,864	0.403	51,029	20,297	0.398	575,564	546,424	+5	225,271	215,387	+5
Bulk goods ²	18,922	5,194	0.274	19,736	5,270	0.267	186,632	183,760	+2	49,083	47,174	+4
5¢ and 10¢ specialties.....	7,767	3,245	0.418	8,759	3,574	0.408	97,781	96,715	+1	40,289	37,966	+6

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: February 7, 1958

SERIES: M20C-127 (formerly M16C)

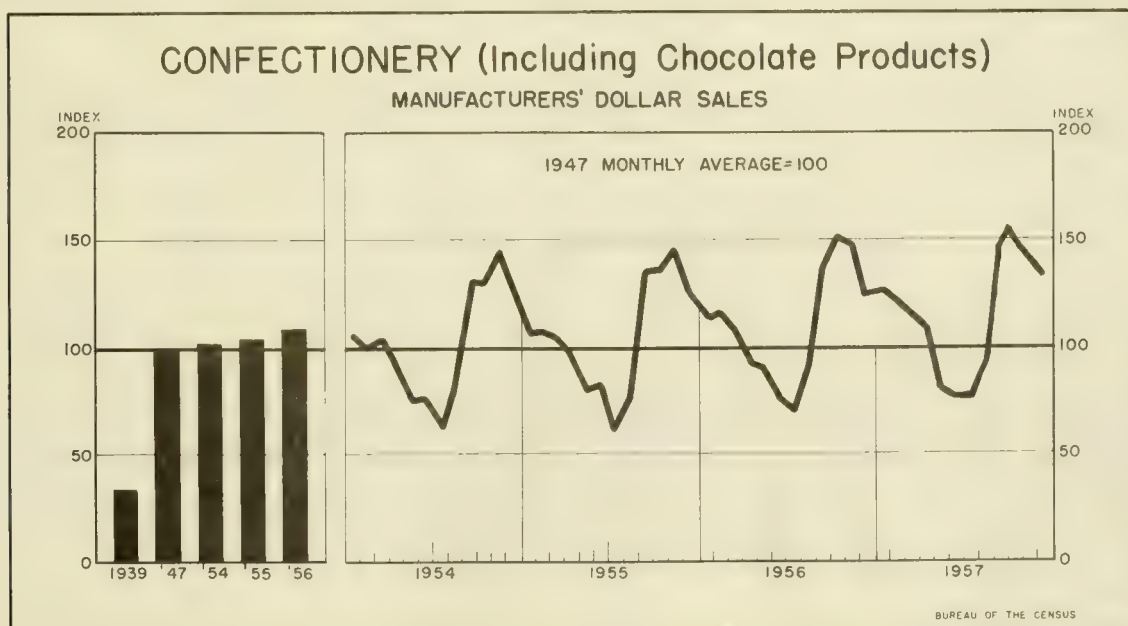
CONFECTIONERY (Including Chocolate Products)

DECEMBER 1957

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$105,962,000 in December 1957. This was 10 percent below the sales for November 1957, but was 10 percent above last year's December total. Sales of manufacturer-wholesalers at \$68,775,000 were 26 percent below November 1957, but were 14 percent above December 1956. Manufacturer-retailers' sales were 126 percent above November 1957, and were 2 percent above December 1956. Sales by chocolate manufacturers in December were 18 percent below the preceding month, but were 5 percent above December of last year. (See reverse side, table 1, for detail statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the year 1957 both poundage and dollar sales were up 5 percent over last year's level. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were up 3 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for December 132.6)

Prepared by the Bureau of the Census, Industry Division, Food Branch

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

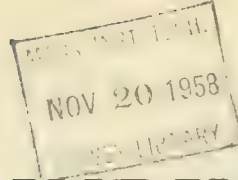
Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		December 1957 (\$1,000)	November 1957 (\$1,000)	December 1956* (\$1,000)	Percent change		12 months 1957 (\$1,000)	Percent change from months 1956
					December 1957 from November 1957	December 1957 from December 1956		
Confectionery and competitive chocolate products, estimated total.....	1,141	105,962	*117,193	96,667	-10	+10	1,097,813	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	68,775	*92,669	60,590	-26	+14	843,335	+6
Manufacturer-retailers ²	218	26,699	*11,792	26,131	+126	+2	121,704	(3)
Chocolate manufacturers.....	12	10,488	12,732	9,946	-18	+5	132,774	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	9,820	*11,912	8,478	-18	+16	101,227	+7
Middle Atlantic.....	252	19,595	*27,512	16,760	-29	+17	257,962	+8
New York and New Jersey.....	133	11,826	*15,571	9,687	-24	+22	155,481	+9
Pennsylvania.....	119	7,769	11,941	7,073	-35	+10	102,481	+6
East North Central.....	164	25,767	*33,616	23,054	-23	+12	330,742	+6
Illinois.....	76	20,754	*27,285	17,742	-24	+17	284,263	+7
Ohio and Indiana.....	52	3,638	*4,525	4,040	-20	+10	32,845	-5
Michigan and Wisconsin.....	36	1,375	1,806	1,272	-24	+8	13,634	+10
West North Central.....	61	1,622	2,534	1,408	-36	+15	21,693	+4
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,124	1,656	903	-32	+24	13,584	+7
Iowa and Missouri.....	28	498	878	505	-43	-1	8,109	(3)
South Atlantic.....	97	3,522	5,674	3,474	-38	+1	39,264	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,686	2,039	1,765	-17	-4	16,476	+4
Georgia and Florida.....	37	1,836	3,635	1,709	-49	+7	22,788	+2
East South Central.....	48	1,640	2,528	1,331	-35	+23	19,420	+4
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,640	2,528	1,331	-35	+23	19,420	+4
West South Central.....	95	2,200	3,542	1,992	-38	+10	23,489	+8
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,200	3,542	1,992	-38	+10	23,489	+8
Mountain.....	21	713	*916	666	-22	+7	6,315	+5
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	713	*916	666	-22	+7	6,315	+5
Pacific.....	100	3,896	4,435	3,427	-12	+14	43,223	-6
California.....	75	2,813	3,218	2,356	-13	+19	33,856	-7
Washington and Oregon.....	25	1,083	1,217	1,071	-11	+1	9,367	+1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	December 1957			December 1956			12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1957	1956	Percent change 1957 from 1956	1957	1956	Percent change 1957 from 1956
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	98,299	39,869	...	85,932	34,945	...	1,316,367	1,256,331	+5	512,495	486,992	+5
Package goods made to retail at:												
\$1.00 or more per pound....	5,213	5,237	\$1.005	4,362	4,466	\$1.024	44,955	42,159	+7	46,817	44,585	+5
\$0.50 to \$0.99 per pound...	10,905	5,511	0.505	11,120	5,577	0.502	144,067	141,871	+2	72,608	70,592	+3
Less than \$0.50 per pound...	13,300	3,435	0.258	10,030	2,647	0.264	198,487	184,882	+7	52,741	49,033	+8
Bar goods.....	45,279	18,243	0.403	40,212	16,102	0.400	620,843	586,636	+6	243,514	231,489	+5
Bulk goods ²	16,356	4,404	0.269	13,823	3,596	0.260	202,988	197,583	+3	53,487	50,770	+5
5 cents and 10 cents specialties.....	7,246	3,039	0.419	6,385	2,557	0.400	105,027	103,100	+2	43,328	40,523	+7

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.



FACTS FOR INDUSTRY

FOR RELEASE: November 17, 1958

SERIES: M20C-07

CONFECTIONERY (Including Chocolate Products) SUMMARY FOR 1957

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,062 million in 1957, up 5 percent from the previous year's figure of \$1,005 million. Manufacturer-wholesalers dollar sales increased 5 percent, whereas chocolate manufacturers sales rose 4 percent. Sales of manufacturer-retailers remained about the same.

COVERAGE—The figures in this release are based on a complete canvass of confectionery manufacturing establishments for 1957. Retail stores making confectionery products for sale on the same premises were not included.

Limited data on confectionery sales were requested of establishments known to have had less than 50 employees. More detailed data on sales by type of confectionery, ingredients used, and sales by class of customers were collected from approximately 250 large establishments with the cooperation of the Business and Defense Services Administration, Food Industries Division. These detailed statistics will be included in that Agency's publication, "Confectionery Sales and Distribution 1957," to be released shortly.

The 1957 canvass revealed 1,077 active manufacturing confectionery establishments of which 887 were classified as manufacturers-wholesalers and 177 as manufacturer-retailers, (retailers with two or more outlets who manufactured their own candy). The values reported for manufacturer-retailers were reported at f.o.b. factory level rather than retail level. Thus the dollar sales for this group are not comparable to the monthly and annual data published in previous releases in this Facts for Industry series, since in these latter publications retail values were reported. The 1956 data contained in this release were collected as part of the 1957 survey and are comparable to 1957 data. Some companies classified as manufacturer-retailers in earlier years and in the monthly sample had modified their operations so that they were classified as manufacturer-wholesalers in this annual survey. The monthly sample will be revised in the near future to reflect changes in reporting and classification revealed by the 1957 comprehensive annual survey.

This release was prepared in the Industry Division under the supervision of Willis K. Jordan, Chief Foods, Textiles and Apparel by Edward A. Robinson, Chief, Foods.

Table 1.—MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS: 1957 AND 1956

Kind of business	1957			1956	
	Number of establishments	Pounds (1,000)	Dollars (\$1,000)	Pounds (1,000)	Dollars (\$1,000)
TOTAL.....	1,077	2,768,856	21,061,634	2,625,280	21,005,394
Manufacturer-wholesalers.....	887	2,408,243	844,396	2,282,729	793,942
Manufacturer-retailers.....	177	98,614	281,361	97,342	281,485
Chocolate manufacturers.....	13	261,999	135,877	245,209	129,967

¹Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with two or more outlets. The number of establishments means number of factories and does not include non-manufacturing outlets.

²Dollar sales are not completely comparable to estimates shown in releases for previous years or in the monthly Facts for Industry series. Manufacturer-retailer sales were reported at f.o.b. factory value in this release but were reported at retail value in earlier years and in the monthly sample survey.

Table 2.--MANUFACTURERS' SALES OF CONFECTIONERY, BY MONTHS, 1957 AND 1956

Month	Value ¹ (millions of dollars)	
	1957	1956
TOTAL.....	1,005	1,005
January.....	85	87
February.....	81	89
March.....	84	82
April.....	80	76
May.....	85	69
June.....	82	58
July.....	59	53
August.....	73	70
September.....	116	105
October.....	124	116
November.....	114	113
December.....	97	93

¹The revised estimates in this table are not completely comparable to the totals shown in table 1 of the monthly releases of this Facts for Industry Series. The monthly estimates, are based on a sample of 400 manufacturers who accounted for approximately 89 percent of total sales in 1953. Manufacturer-retailer report monthly sales at retail level. This annual survey values such sales at f.o.b. factory level.

Table 3.--MANUFACTURER-WHOLESALE: SALES OF CONFECTIONERY PRODUCTS BY REGION AND STATE, 1957 AND 1956

Region and State	1957			1956	
	Number of establishments	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	887	2,408,243	844,396	2,282,729	793,942
New England.....	65	235,944	95,618	220,419	89,536
Middle Atlantic.....	261	643,242	247,558	610,301	231,433
New York and New Jersey.....	135	413,420	149,450	387,815	137,215
Pennsylvania.....	126	229,822	98,108	222,486	94,218
East North Central.....	181	1,051,794	328,162	991,450	308,125
Illinois.....	87	899,510	277,462	845,446	260,429
Ohio and Indiana.....	59	118,851	36,705	114,700	35,064
Michigan and Wisconsin.....	35	33,433	13,995	31,304	12,632
West North Central.....	41	87,018	31,977	80,770	29,505
Minnesota, Kansas, South Dakota, and Nebraska...	20	45,367	19,986	39,794	17,830
Iowa and Missouri.....	21	41,651	11,991	40,976	11,675
South Atlantic.....	89	108,110	35,244	101,095	33,076
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	52	47,397	12,915	41,868	11,532
Georgia and Florida.....	37	60,713	22,329	59,227	21,544
East South Central.....	38	63,779	17,077	65,889	17,685
Kentucky, Tennessee, Alabama, and Mississippi...	38	63,779	17,077	65,889	17,685
West South Central.....	78	50,777	23,870	47,088	22,448
Arkansas, Louisiana, Oklahoma, and Texas.....	78	50,777	23,870	47,088	22,448
Mountain.....	25	16,944	9,629	16,525	8,886
Arizona, Colorado, Idaho, New Mexico, and Utah..	25	16,944	9,629	16,525	8,886
Pacific.....	109	150,635	55,261	149,192	53,248
California.....	24	125,261	44,156	123,431	42,156
Washington and Oregon.....	85	25,374	11,105	25,761	11,092

Table 4.--MANUFACTURER-RETAILERS: SALES OF CONFECTIONERY PRODUCTS, BY REGION AND STATE, 1957 AND 1956

3

Region and State	1957			1956	
	Number of ¹ establishments	Pounds (1,000)	Value ² (\$1,000)	Pounds (1,000)	Value ² (\$1,000)
UNITED STATES, TOTAL.....	177	18,614	181,361	97,342	181,485
New England.....	11	2,329	2,077	2,327	2,140
Middle Atlantic.....	54	50,301	41,367	49,917	41,959
New York and New Jersey.....	23	40,812	34,838	40,967	35,669
Pennsylvania.....	31	9,489	6,529	8,950	6,290
East North Central.....	39	19,457	15,289	18,630	15,098
Illinois.....	11	9,734	7,445	8,911	7,497
Ohio and Indiana.....	18	3,154	2,738	3,059	2,632
Michigan and Wisconsin.....	10	6,569	5,106	6,660	4,969
West North Central.....	9	6,039	6,031	6,808	6,305
Minnesota, Kansas, South Dakota, Nebraska, Iowa, and Missouri.....	9	6,039	6,031	6,808	6,305
South Atlantic.....	26	2,781	2,653	2,700	2,558
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	14	1,204	1,108	1,153	1,031
Georgia and Florida.....	12	1,577	1,545	1,547	1,527
East South Central.....	7	859	680	897	702
Kentucky, Tennessee, Alabama, and Mississippi...	7	859	680	897	702
West South Central.....	5	415	542	404	537
Arkansas, Louisiana, Oklahoma, and Texas.....	5	415	542	404	537
Mountain.....	7	882	540	871	612
Arizona, Colorado, Idaho, New Mexico, and Utah..	7	882	540	871	612
Pacific.....	19	15,551	12,182	14,788	11,574
California.....	13	14,373	11,028	13,483	10,347
Washington and Oregon.....	6	1,178	1,154	1,305	1,227

¹"Number of establishments" means number of factories and does not include retail outlets.²Dollar sales are not completely comparable to data published in earlier years and monthly in this Facts for Industry Series. In earlier years and in the monthly survey, sales of manufacturer-retailers were reported at retail value; in this annual survey they were reported at f.o.b. factory values.

NOTE: Manufacturer-retailers include only those with two or more outlets.

Table 5.--POUNDRAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY, 1957 AND 1956

Type of product	1957			1956		
	Pounds ¹ (1,000)	Value (\$1,000)	Average value	Pounds ¹ (1,000)	Value (\$1,000)	Average value
TOTAL SALES OF ESTABLISHMENTS.....	2,670,242	980,273	\$0.367	2,527,938	923,909	\$0.365
Package goods made to retail at:						
\$1.00 or more per pound.....	105,019	102,809	0.979	96,802	93,282	0.964
\$0.50 to \$0.99 per pound.....	244,347	116,708	0.478	234,589	108,101	0.461
Less than \$0.50 per pound.....	584,107	150,401	0.272	547,507	149,818	0.273
Bar goods.....	881,732	339,467	0.385	829,858	327,794	0.395
Bulk goods ²	642,624	183,720	0.286	616,264	171,052	0.277
5¢ and 10¢ specialties.....	212,413	78,168	0.368	202,918	73,862	0.364

¹Small establishments reported dollar sales only for each type of product and their poundage sales were estimated from average values reported by 226 large establishments which accounted for 92 percent of total dollar sales in 1957.²Includes penny goods.

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BUREAU OF THE CENSUS
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FACTS FOR INDUSTRY

FOR RELEASE: March 17, 1958

SERIES: M20C-18

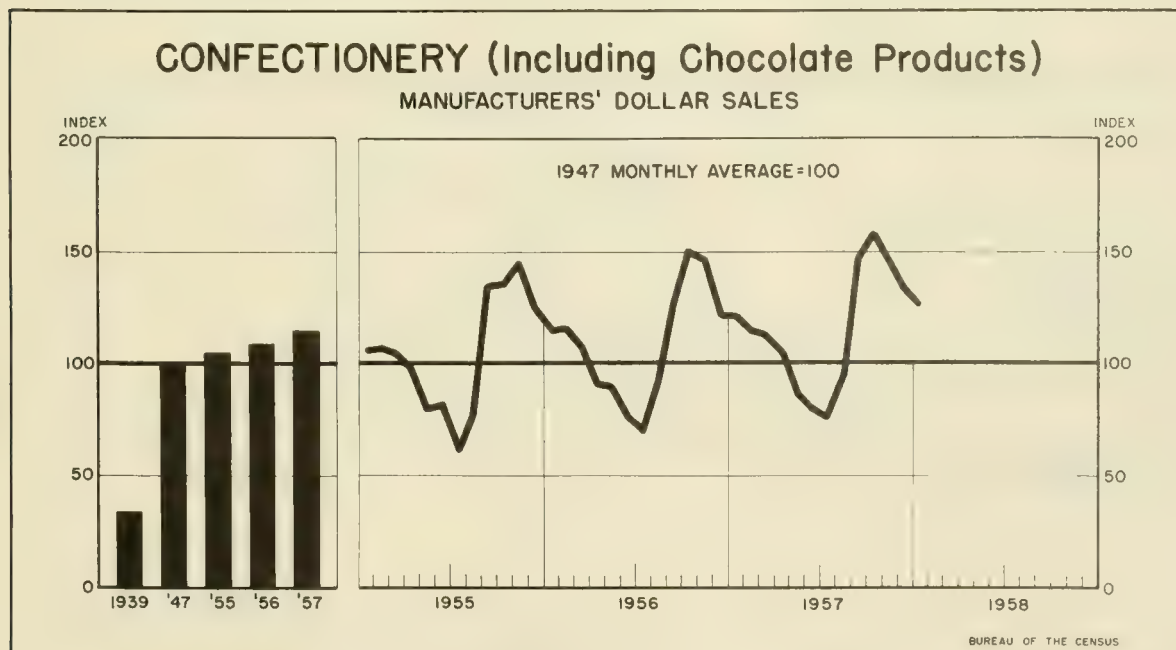
CONFECTIONERY (Including Chocolate Products)

JANUARY 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$100,651,000 in January 1958. This was 5 percent below the sales for December 1957, but was 4 percent above last year's January total. Sales of Manufacturer-wholesalers at \$81,048,000 were 18 percent above December 1957, and were 4 percent above January 1957. Manufacturer-retailers' sales were 72 percent below December 1957, but were 11 percent above January 1957. Sales by chocolate manufacturers in January were 15 percent above the preceding month, but were 6 percent below January of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales were down 1 percent with dollar sales unchanged compared with January of last year. Poundage sales of bar goods were unchanged and poundage sales of package goods retailing above 50 cents were down 17 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes or producers.



(Index number for January 126.4)

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons			Percent change	
		January 1958 (\$1,000)	December 1957 (\$1,000)	January 1957* (\$1,000)	January 1958 from December 1957	January 1958 from January 1957
Confectionery and competitive chocolate products, estimated total..	1,141	100,651	*105,970	97,023	-5	+4
BY KIND OF BUSINESS						
Manufacturer-wholesalers.....	911	81,048	*68,783	77,444	+18	+5
Manufacturer-retailers ²	218	7,529	26,699	6,783	-72	+11
Chocolate manufacturers.....	12	12,074	10,488	12,796	+15	-6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES						
New England.....	73	11,020	9,820	10,443	+12	+6
Middle Atlantic.....	252	26,098	19,595	25,250	+33	+3
New York and New Jersey.....	133	12,989	11,826	13,275	+10	-2
Pennsylvania.....	119	13,109	7,769	11,975	+69	+9
East North Central.....	164	29,165	25,767	28,429	+13	+3
Illinois.....	76	25,426	20,754	24,492	+23	+4
Ohio and Indiana.....	52	2,201	3,638	2,480	-39	-11
Michigan and Wisconsin.....	36	1,538	1,375	1,457	+12	+6
West North Central.....	61	2,019	1,622	1,843	+24	+10
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,429	1,124	1,273	+27	+12
Iowa and Missouri.....	28	590	498	570	+18	+4
South Atlantic.....	97	3,441	3,522	3,357	-2	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,346	1,686	1,362	-20	-1
Georgia and Florida.....	37	2,095	1,836	1,995	+14	+5
East South Central.....	48	1,732	1,640	1,395	+6	+24
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,732	1,640	1,395	+6	+24
West South Central.....	95	3,341	*2,208	2,720	+51	+23
Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,341	*2,208	2,720	+51	+23
Mountain.....	21	541	713	556	-24	-3
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	541	713	556	-24	-3
Pacific.....	100	3,691	3,896	3,451	-5	+7
California.....	75	2,843	2,813	2,667	+1	+7
Washington and Oregon.....	25	848	1,083	784	-22	+8

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	January 1958			January 1957*			Percent change January 1958 from January 1957	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	117,117	49,045	...	118,208	49,253	...	-1	³⁾
Package goods made to retail at:								
\$1.00 or more per pound.....	6,376	8,142	\$1.277	5,888	7,479	\$1.270	+8	+9
\$0.50 to \$0.99 per pound.....	9,797	5,068	0.517	13,494	6,975	0.517	-27	-27
Less than \$0.50 per pound.....	15,018	4,018	0.268	14,732	3,922	0.266	+2	+2
Bar goods.....	56,884	22,892	0.402	56,926	22,551	0.396	³⁾	+2
Bulk goods ²	19,608	5,032	0.257	17,930	4,601	0.257	+9	+9
5 cents and 10 cents specialties.....	9,434	3,893	0.413	9,238	3,725	0.403	+2	+5

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

APR 14 1958
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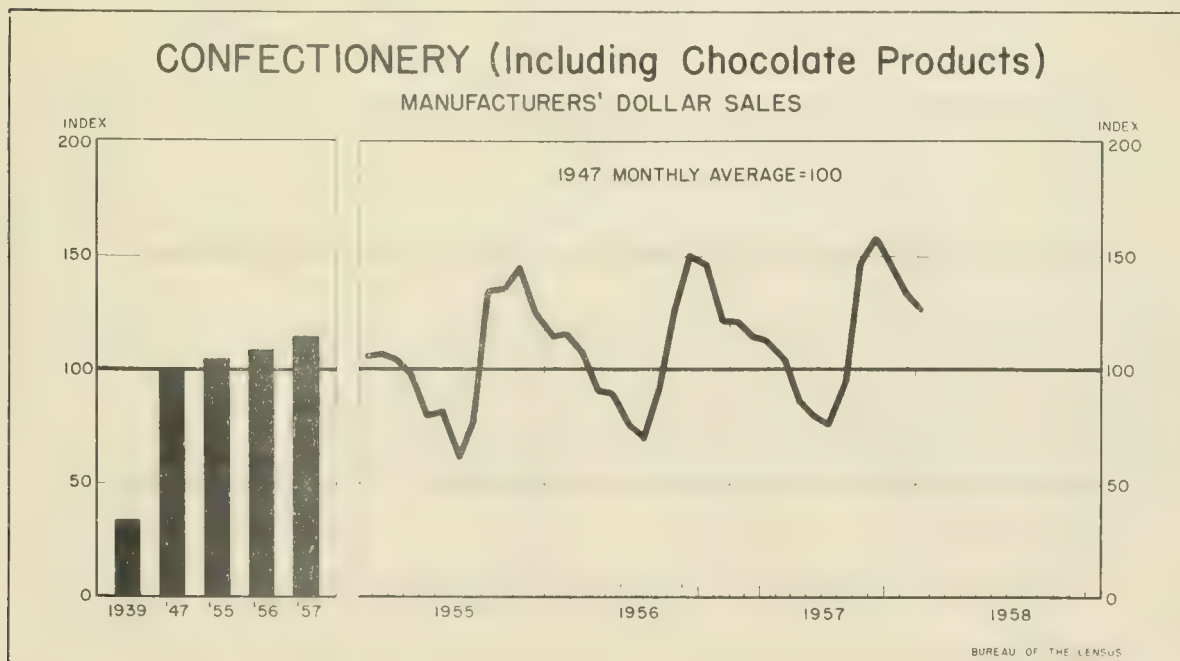
CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$97,364,000 in February 1958. This was 3 percent below the sales for January 1958, but was 7 percent above last year's February total. Sales of manufacturer-wholesalers at \$73,035,000 were 9 percent below January 1958, but were 8 percent above February 1957. Manufacturer-retailer's sales were 65 percent above January 1958, and were 9 percent above February 1957. Sales by chocolate manufacturers in February were 2 percent below the preceding month, and were 3 percent below February of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1958, poundage sales were unchanged while dollar sales were up 2 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent and poundage sales of package goods retailing above 50 cents were down 9 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for February 122.3)

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF CONFECTIONERY¹

Item	Number of establishments for which data are available	Estimated sales of current year					Estimated sales for 1957	
		1958		1957*		Percent change from January 1958 to February 1958	1958	1957
		February	January	February	January			
		1958	1958	1957*	1957*		(\$1,000)	(\$1,000)
			(\$1,000)	(\$1,000)				
Confectionery and competitive chocolate products, estimated total.....	1,141	7,300	7,300	7,300	-	-	197,287	197,287
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	73,035	*80,316	67,680	-9	-	153,351	+6
Manufacturer-retailers ²	218	12,455	*7,533	11,415	...	-	19,488	+10
Chocolate manufacturers.....	12	11,874	12,074	12,296	-2	-3	23,948	-5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE								
BY DIVISION AND STATE								
New England.....	71	7,100	*11,100	11,100	-	-	19,797	+7
Middle Atlantic.....	133	23,259	*25,075	21,028	-7	+11	48,334	...
New York and New Jersey.....	133	13,255	*12,068	11,873	+10	-1	25,323	+1
Pennsylvania.....	119	10,004	*13,007	9,155	-25	+9	23,011	+10
East North Central.....	164	28,276	*29,171	26,767	-3	+6	57,447	...
Illinois.....	76	24,681	*25,432	23,078	-3	+7	50,113	+5
Ohio and Indiana.....	52	2,242	2,201	2,375	...	-6	4,443	-8
Michigan and Wisconsin.....	4	1,353	1,538	1,314	-12	+3	2,891	+4
West North Central.....	61	1,919	2,019	1,800	-	...	3,938	+12
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,429	1,429	1,121	...	+10	2,768	+16
Iowa and Missouri.....	28	580	590	547	...	-	1,170	+5
South Atlantic.....	71	2,989	*3,617	2,713	-	+10	6,606	...
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	10	1,321	*1,522	1,265	-13	...	2,343	...
Georgia and Florida.....	7	1,668	2,095	1,448	-20	+15	3,763	+9
East South Central.....	48	1,565	1,732	1,526	-	...	3,297	+13
Kentucky, Tennessee, Alabama, and Mississippi.....	...	...	...	...	...	...	...	...
West South Central.....	95	2,212	...	...	-1	+12	5,554	...
Arkansas, Louisiana, Oklahoma, and Texas.....	...	...	...	...	...	...	...	...
Mountain.....	1	439	541	...	-	-	...	...
Arizona, Colorado, Idaho, New Mexico, and Utah.....	...	...	...	...	...	...	...	...
Pacific.....	100	3,765	*3,633	3,585	-	...	7,348	+5
California.....	75	2,962	*2,785	2,809	...	...	5,747	+5
Washington and Oregon.....	25	803	848	776	-5	...	1,601	...

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	February 1958			January 1958			February 1957			January 1957		
	Pounds (1,000)			Pounds (1,000)			Pounds (1,000)			Pounds (1,000)		
	1958	Value (\$1,000)	Average value	1958	Value (\$1,000)	Average value	1957	Value (\$1,000)	Percent change from 1957	1957	Value (\$1,000)	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	111,959	43,608	...	109,692	41,986	...	228,996	227,900	...	92,613	91,239	...
Package goods made to retail:												
1.00 or more per pound....	3,216	3,394	0.105	2,442	2,480	0.101	9,592	8,330	+11	11,536	9,959	+16
\$0.50 to \$0.99 per pound....	10,788	5,667	0.525	11,449	5,777	0.505	20,585	...	-17	10,735	12,752	-16
Less than \$0.50 per pound..	17,885	4,495	0.251	14,840	3,959	0.267	32,903	29,572	+11	8,513	7,881	+8
Bar goods.....	53,762	21,891	0.407	54,643	21,583	0.395	110,685	111,561	-1	44,743	44,134	+1
Bar goods ²	17,969	4,697	0.261	17,518	4,421	0.255	37,458	35,448	...	...	9,022	...
5¢ and 10¢ specifications.....	8,339	3,464	0.415	8,800	3,766	0.428	17,773	18,036	-1	...	7,491	-2

¹A selected group of large manufacturer-wholesaler and chocolate manufacturers, each detail account for approximately half of the total dollar sales of establishments.²Include penny candy.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

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FOR RELEASE: May 9, 1958

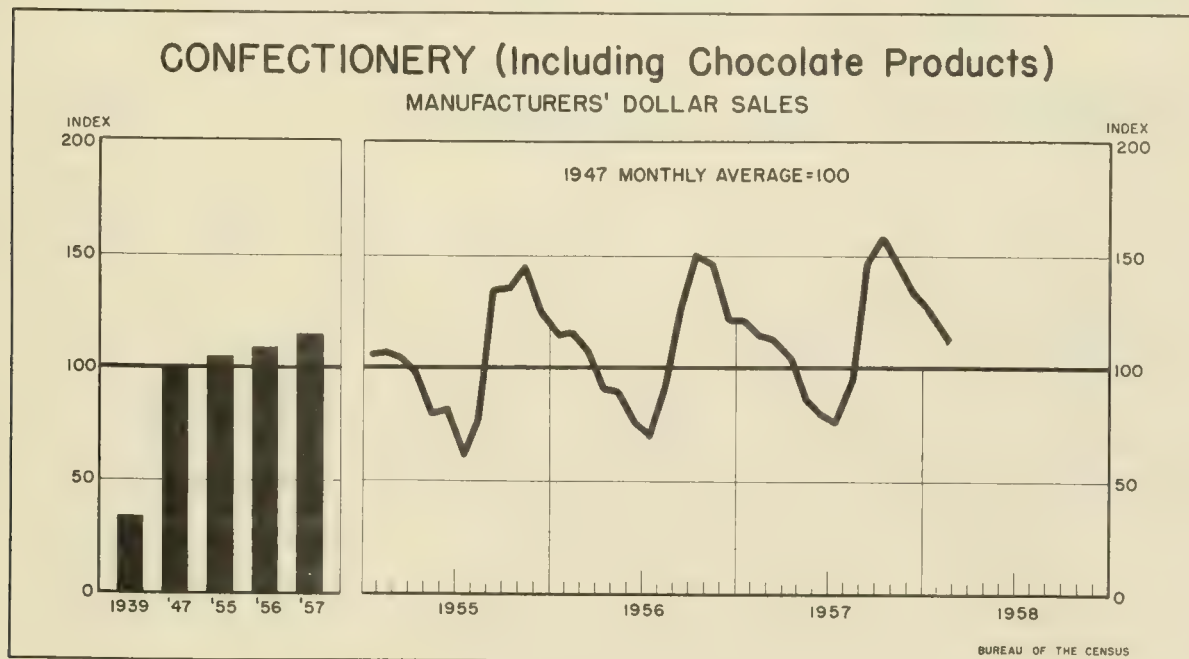
SERIES: M20C-38

CONFECTIONERY (Including Chocolate Products) MARCH 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$89,301,000 in March 1958. This was 8 percent below the sales for February 1958, and was 2 percent below last year's March total. Sales of manufacturer-wholesalers at \$67,749,000 were 7 percent below February 1958, and were 2 percent below March 1957. Manufacturer-retailer's sales were 22 percent below February 1958, but were 34 percent above March 1957. Sales by chocolate manufacturers in March were 1 percent below the preceding month, and were 19 percent below March of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first three months of 1958, poundage sales were down 3 percent and dollar sales were down 1 percent, compared with the same period last year. Poundage sales of bar goods were down 3 percent and poundage sales of package goods retailing above 50 cents were down 10 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for March 112.2)

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		March 1958 (\$1,000)	February 1958 (\$1,000)	March 1957* (\$1,000)	Percent change		3 months 1958 (\$1,000)	Percent change from 3 months 1957
					March 1958 from February 1958	March 1958 from March 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	89,301	*97,278	90,966	-8	-2	286,502	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	67,749	*72,947	69,120	-7	-2	221,012	+3
Manufacturer-retailers ²	218	9,770	*12,457	7,301	-22	+34	29,760	+17
Chocolate manufacturers.....	12	11,782	11,874	14,545	-1	-19	35,730	-10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	8,205	8,611	7,913	-5	+4	28,002	+6
Middle Atlantic.....	252	21,270	*23,250	22,818	-9	-7	69,595	+1
New York and New Jersey.....	133	12,699	*13,246	13,446	-4	-6	38,013	-2
Pennsylvania.....	119	8,571	10,004	9,372	-14	-9	31,582	+4
East North Central.....	164	25,026	*28,226	25,570	-11	-2	82,423	+2
Illinois.....	76	21,800	*24,686	22,306	-12	-2	71,918	+3
Ohio and Indiana.....	52	2,244	2,242	2,276	(3)	-1	6,687	-6
Michigan and Wisconsin.....	36	982	*1,298	988	-24	-1	3,818	+2
West North Central.....	61	1,937	1,919	1,538	+1	+26	5,875	+16
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,332	1,339	986	-1	+35	4,100	-21
Iowa and Missouri.....	28	605	580	552	+4	+10	1,775	+6
South Atlantic.....	97	3,218	2,989	3,184	+8	+1	9,824	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,423	1,321	1,403	+8	+1	4,266	+4
Georgia and Florida.....	37	1,795	1,668	1,781	+8	+1	5,558	+6
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,475	1,565	1,483	-6	-1	4,772	+8
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,360	2,212	2,148	+7	+10	7,314	+18
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	428	439	437	-3	-2	1,408	-2
Pacific.....	100	3,830	*3,736	4,029	+3	-5	11,199	+1
California.....	75	3,086	*2,933	3,278	+5	-6	9,420	+1
Washington and Oregon.....	25	744	803	751	-7	-1	2,395	+4

*Revised.

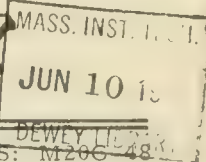
¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	March 1958			March 1957			First 3 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	102,839	41,001	...	112,726	44,252	...	331,836	340,626	-3	133,615	135,491	-1
Package goods made to retail:												
\$1.00 or more per pound....	3,456	3,809	\$1.102	3,389	3,758	\$1.109	13,048	11,719	+11	15,345	13,717	+12
\$0.50 to \$0.99 per pound....	8,902	4,687	0.527	10,789	5,506	0.510	29,487	35,732	-17	15,422	18,258	-16
Less than \$0.50 per pound..	14,128	3,592	0.254	16,406	4,260	0.260	47,031	45,978	+2	12,105	12,141	(3)
Bar goods.....	53,790	21,672	0.403	56,903	23,008	0.404	163,072	168,472	-3	65,791	67,142	-2
Bulk goods ²	14,158	3,692	0.261	16,837	4,261	0.253	51,616	52,285	-1	13,421	13,283	+1
5¢ and 10¢ specialties.....	8,405	3,549	0.422	8,402	3,459	0.412	*27,582	26,440	+4	*11,531	10,950	+5

*Includes revisions to January and February data.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY



FOR RELEASE: June 6, 1958

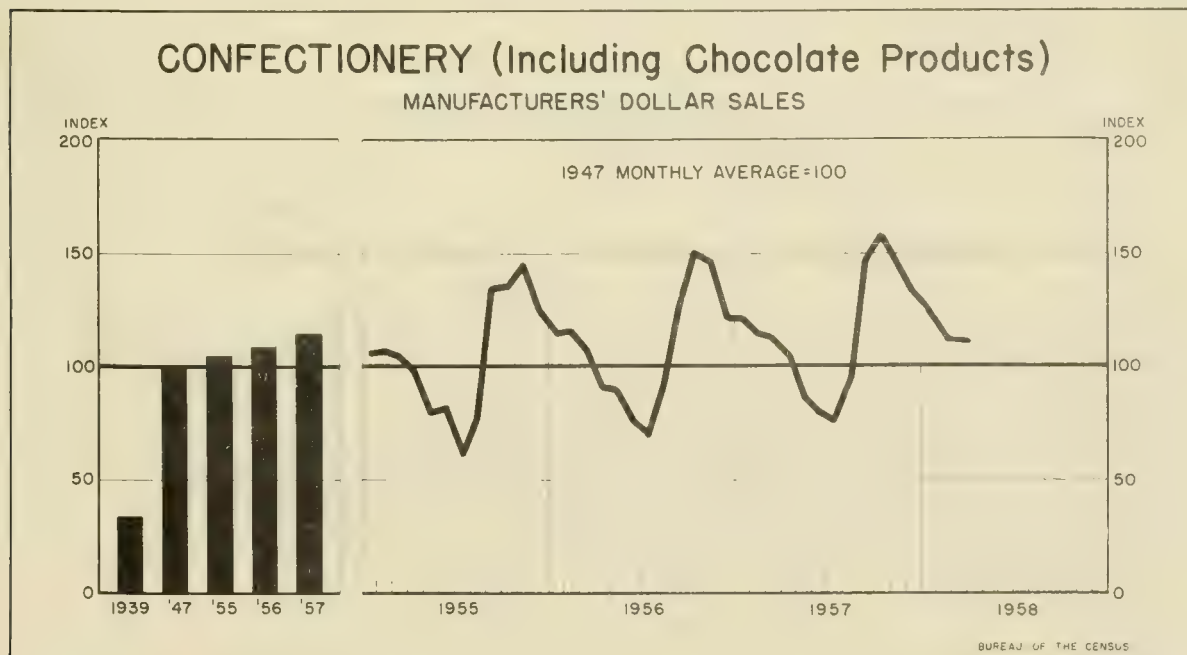
SERIES: M20G-48

CONFECTIONERY (Including Chocolate Products) APRIL 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$88,687,000 in April 1958. This was 1 percent below the sales for March 1958, but was 5 percent above last year's April total. Sales of manufacturer-wholesalers at \$64,128,000 were 5 percent below March 1958, but were 4 percent above April 1957. Manufacturer-retailer's sales were 40 percent above March 1958, but were 11 percent below April 1957. Sales by chocolate manufacturers in April were 8 percent below the preceding month, but were 48 percent above April of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first four months of 1958, poundage sales were unchanged while dollar sales were up 2 percent, compared with the same period last year. Poundage sales of bar goods were unchanged while poundage sales of package goods retailing above 50 cents were down 8 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for April 111.3)

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimates sales year to date	
		April 1958 (\$1,000)	March 1958 (\$1,000)	April 1957* (\$1,000)	Percent change		4 months 1958 (\$1,000)	Percent change from 4 months 1957
					April 1958 from March 1958	April 1958 from April 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	88,687	*89,372	84,426	-1	+5	375,170	+3
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	64,128	*67,773	61,593	-5	+4	284,991	+3
Manufacturer-retailers ²	218	13,776	*9,817	15,543	+40	-11	43,666	+6
Chocolate manufacturers.....	12	10,783	11,782	7,290	-8	+48	46,513	-1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	7,068	8,205	6,950	-14	+2	35,070	+5
Middle Atlantic.....	252	19,740	21,270	18,970	-7	+4	89,335	+1
New York and New Jersey.....	133	11,624	12,699	11,159	-8	+4	49,637	(³)
Pennsylvania.....	119	8,116	8,571	7,811	-5	+4	39,698	+4
East North Central.....	164	25,233	*25,059	23,931	+1	+5	107,669	+3
Illinois.....	76	22,333	*21,833	21,030	+2	+6	94,284	+4
Ohio and Indiana.....	52	2,058	2,244	2,090	-8	-2	8,745	-5
Michigan and Wisconsin.....	36	842	982	811	-14	+4	4,660	+2
West North Central.....	61	1,891	1,937	1,538	-2	+23	7,766	+18
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,155	1,332	942	-13	+23	5,255	+22
Iowa and Missouri.....	28	736	605	596	+22	+23	2,511	+11
South Atlantic.....	97	2,955	*3,216	2,967	-8	(³)	12,777	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,223	*1,421	1,227	-14	(³)	5,427	+4
Georgia and Florida.....	37	1,732	1,795	1,740	-4	(³)	7,290	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,341	1,475	1,339	-9	(³)	6,113	+6
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,018	2,360	2,104	-14	-4	9,770	-11
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	432	428	430	+1	(³)	1,840	-2
Pacific.....	100	3,450	*3,823	3,364	-10	+3	14,631	+1
California.....	75	2,792	3,086	2,668	-10	+5	11,596	+2
Washington and Oregon.....	25	658	*737	696	-11	-5	3,035	+1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	April 1958			April 1957			First 4 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	103,100	40,890	...	95,140	36,119	...	424,936	435,766	(³)	174,505	171,610	+2
Package goods made to retail:												
\$1.00 or more per pound....	3,458	3,750	\$1.084	3,427	3,767	\$1.099	16,506	15,146	+9	19,095	17,484	+9
\$0.50 to \$0.99 per pound...	8,275	4,397	0.531	7,800	3,681	0.472	37,762	43,532	-13	19,819	21,939	-10
Less than \$0.50 per pound..	16,220	4,067	0.251	14,528	3,733	0.257	63,251	60,506	+5	16,172	15,874	+2
Bar goods.....	52,441	21,332	0.407	47,125	17,930	0.380	215,513	215,597	(³)	87,123	85,072	+2
Bulk goods ²	13,502	3,496	0.259	14,012	3,570	0.255	65,118	66,297	-2	16,917	16,853	(³)
5¢ and 10¢ specialties.....	9,204	3,848	0.418	8,248	3,438	0.417	36,786	34,688	+6	15,379	14,388	+7

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: July 9, 1958

SERIES: M20C-58

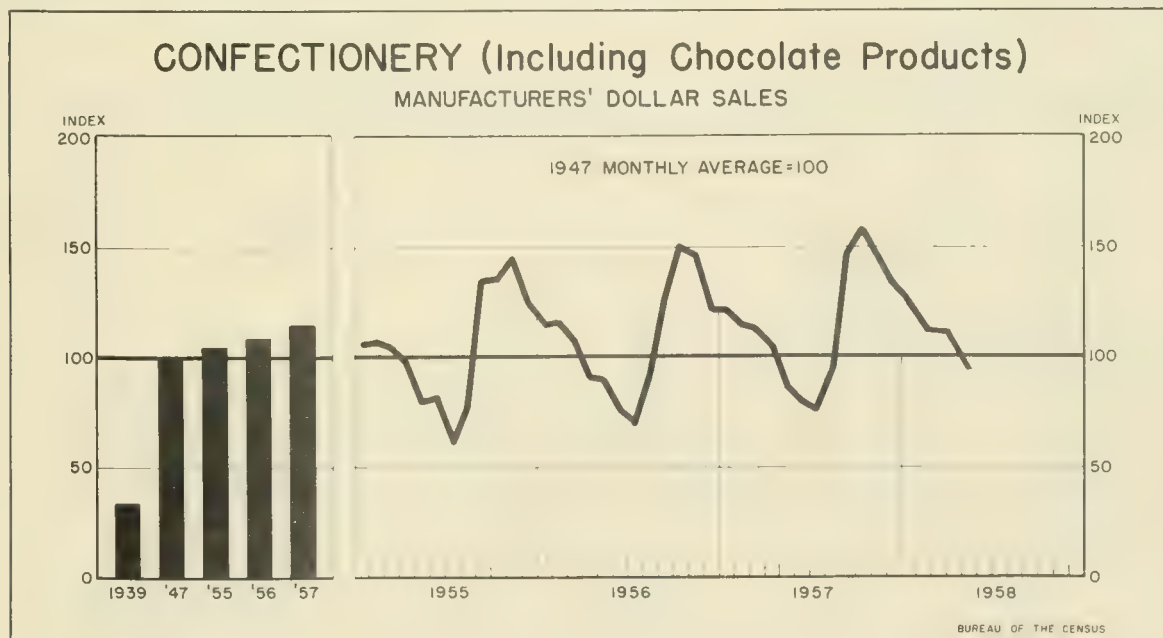
CONFECTIONERY (Including Chocolate Products)

MAY 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$74,307,000 in May 1958. This was 16 percent below the sales for April 1958, but was 9 percent above last year's May total. Sales of manufacturer-wholesalers at \$58,181,000 were 9 percent below April 1958, but were 8 percent above May 1957. Manufacturer-retailer's sales were 39 percent below April 1958, but were 7 percent above May 1957. Sales by chocolate manufacturers in May were 27 percent below the preceding month, but were 20 percent above May of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first five months of 1958, poundage sales were up 1 percent and dollar sales were up 3 percent, compared with the same period last year. Poundage sales of bar goods were up 1 percent while poundage sales of package goods retailing above 50 cents were down 7 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for May 93.3)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		May 1958 (\$1,000)	April 1958 (\$1,000)	May 1957* (\$1,000)	Percent change		5 months 1958 (\$1,000)	Percent change from 5 months 1957
					May 1958 from April 1958	May 1958 from May 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	74,307	*88,618	68,428	-16	+9	449,433	+4
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	58,181	*64,121	54,117	-9	+8	343,190	+4
Manufacturer-retailers ²	218	8,351	13,776	7,832	-39	+7	52,017	+6
Chocolate manufacturers.....	12	7,775	*10,721	6,479	-27	+20	54,226	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	5,964	7,068	5,210	-16	+14	41,034	+6
Middle Atlantic.....	252	18,255	19,740	16,959	-8	+8	107,590	+2
New York and New Jersey.....	133	12,099	11,624	11,002	+4	+10	61,736	+2
Pennsylvania.....	119	6,156	8,116	5,957	-24	+3	45,854	+4
East North Central.....	164	23,891	*25,226	21,773	-5	+10	131,598	+4
Illinois.....	76	21,035	*22,326	18,981	-6	+11	115,337	+5
Ohio and Indiana.....	52	2,050	2,058	2,057	(³)	(³)	10,795	-4
Michigan and Wisconsin.....	36	806	842	735	-4	+10	5,466	+3
West North Central.....	61	1,684	1,891	1,498	-11	+12	9,450	+17
Minnesota, Kansas, South Dakota, and Nebraska.....	33	984	1,155	906	-15	+9	6,239	+19
Iowa and Missouri.....	28	700	736	592	-5	+18	3,211	+12
South Atlantic.....	97	2,724	2,955	2,647	-8	+3	15,501	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina....	60	1,138	1,223	1,119	-7	+2	6,625	+4
Georgia and Florida.....	37	1,586	1,732	1,528	-8	+4	8,876	+5
East South Central								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,078	1,341	1,150	-20	-6	7,191	+4
West South Central								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,399	2,018	1,297	-31	+8	11,169	+11
Mountain								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	377	432	401	-13	-6	2,217	-2
Pacific.....	100	2,809	3,450	3,182	-19	-12	17,440	-1
California.....	75	2,260	2,792	2,564	-19	-12	13,856	-1
Washington and Oregon.....	25	549	658	618	-17	-11	3,584	-1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.Table 2.—POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY¹

Type of product	May 1958			May 1957			First 5 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	91,140	34,550	...	87,370	31,591	...	526,076	523,136	+1	209,055	203,045	+3
Package goods made to retail:												
\$1.00 or more per pound....	1,651	1,587	\$0.961	1,639	1,696	\$1.035	18,157	16,785	+8	20,682	19,180	+8
\$0.50 to \$0.99 per pound....	7,121	3,838	0.539	7,282	3,675	0.505	44,883	50,814	-12	23,657	25,614	-8
Less than \$0.50 per pound..	16,303	4,175	0.256	15,673	3,952	0.252	79,554	76,179	+4	20,347	19,826	+3
Bar goods.....	43,735	17,684	0.404	41,092	15,445	0.376	259,248	256,689	+1	104,807	100,517	+4
Bulk goods.....	12,561	3,234	0.257	13,143	3,339	0.254	77,679	79,440	-2	20,151	20,192	-2
5¢ and 10¢ specialties.....	9,769	4,032	0.413	8,541	3,484	0.408	46,555	43,229	+8	19,411	17,872	+9

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

*Include penny goods.

+Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: August 8, 1958

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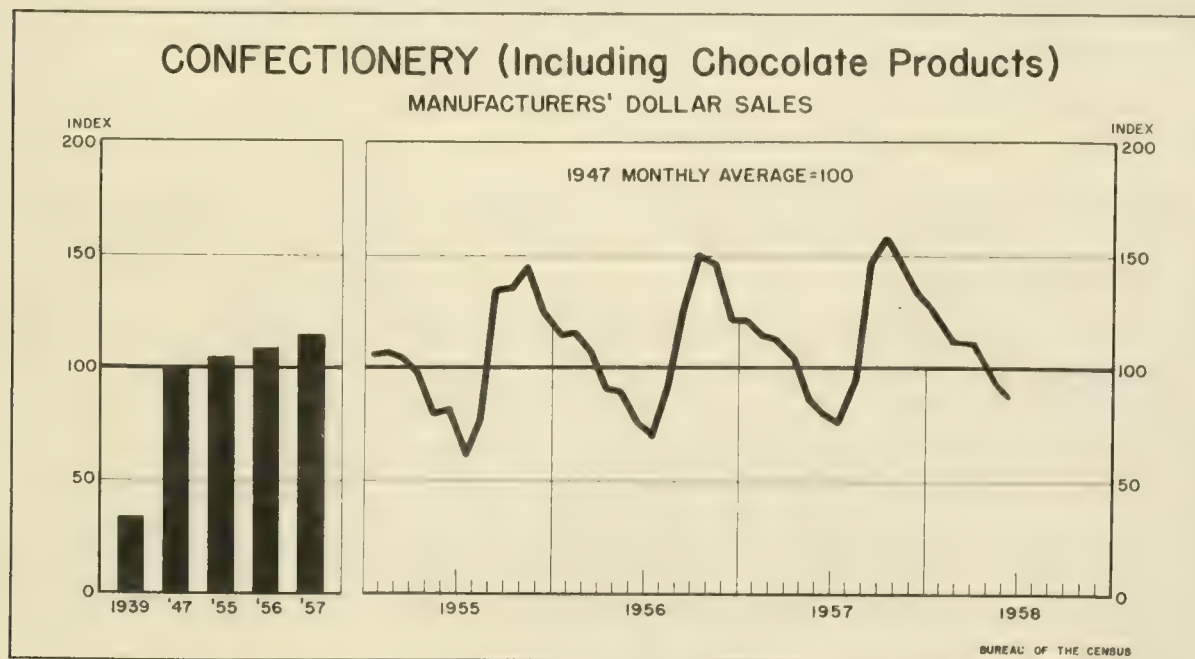
CONFECTIONERY (Including Chocolate Products)

JUNE 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$69,647,000 in June 1958. This was 6 percent below the sales for May 1958, but was 11 percent above last year's June total. Sales of manufacturer-wholesalers at \$55,363,000 were 5 percent below May 1958, but were 9 percent above June 1957. Manufacturer-retailer's sales were 20 percent below May 1958, but were 21 percent above June 1957. Sales by chocolate manufacturers in June were 3 percent below the preceding month, but were 14 percent above June of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first six months of 1958, poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were up 1 percent while poundage sales of package goods retailing above 50 cents were down 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for June 87.5)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		June 1958 (\$1,000)	May 1958 (\$1,000)	June 1957* (\$1,000)	Percent change		6 months 1958 (\$1,000)	Percent change from 6 months 1957
					June 1958 from May 1958	June 1958 from June 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	69,647	*74,416	62,836	-6	+11	519,188	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	55,363	*58,200	50,589	-5	+9	398,572	+5
Manufacturer-retailers ²	218	6,772	*8,440	5,578	-20	+21	58,878	+8
Chocolate manufacturers.....	12	7,512	7,775	6,589	-3	+14	61,738	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	5,876	5,964	4,722	-1	+24	46,910	+8
Middle Atlantic.....	252	17,823	18,255	16,297	-2	+9	125,413	+3
New York and New Jersey.....	133	12,134	12,099	11,180	(³)	+9	73,870	+3
Pennsylvania.....	119	5,689	6,156	5,117	-8	+11	51,542	+4
East North Central.....	164	22,087	*23,910	20,486	-8	+8	153,704	+5
Illinois.....	76	19,911	*21,054	18,169	-5	+10	135,267	+6
Ohio and Indiana.....	52	1,481	2,050	1,688	-28	-12	12,276	-5
Michigan and Wisconsin.....	36	695	806	629	-14	+10	6,161	+4
West North Central.....	61	1,653	1,684	1,337	-2	+24	11,103	+18
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,054	984	813	+7	+30	7,293	+21
Iowa and Missouri.....	28	599	700	524	-14	+14	3,810	+13
South Atlantic.....	97	2,443	2,724	2,415	-10	+1	17,944	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,139	1,138	1,042	(³)	+9	7,764	+5
Georgia and Florida.....	37	1,304	1,586	1,373	-18	-5	10,180	+3
East South Central: Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,016	1,078	984	-6	+3	8,207	+4
West South Central: Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,030	1,399	998	-26	+3	12,199	+10
Mountain: Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	373	377	355	-1	+5	2,590	-1
Pacific.....	100	3,062	2,809	3,075	+9	(³)	20,502	-1
California.....	75	2,577	2,260	2,568	+14	(³)	16,433	-1
Washington and Oregon.....	25	485	549	507	-12	-4	4,069	-2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER--WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1958			June 1957			First 6 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	90,009	33,698	...	*84,898	30,739	...	616,085	*607,699	+1	242,753	233,940	+4
Package goods made to retail:												
\$1.00 or more per pound.....	1,389	1,348	\$0.970	1,044	1,026	\$0.983	19,546	17,829	+10	22,030	20,206	+9
\$0.50 to \$0.99 per pound.....	7,607	4,136	0.544	7,327	3,835	0.523	52,490	58,141	-10	27,793	29,449	-6
Less than \$0.50 per pound.....	16,311	4,088	0.251	13,779	3,556	0.258	95,865	89,958	+7	24,435	23,382	+5
Bar goods.....	42,572	16,755	0.394	41,638	15,652	0.376	301,820	298,327	+1	121,562	116,169	+5
Bulk goods ²	12,131	3,210	0.265	*12,160	3,035	0.250	89,810	*91,265	-2	23,361	23,227	+1
5¢ and 10¢ specialties.....	9,999	4,161	0.416	8,950	3,635	0.406	56,554	52,179	+8	23,572	21,507	+10

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.

*Revised.

USCOMM-DC

FACTS FOR INDUSTRY

FOR RELEASE: September 9, 1958

SERIES: M20C-78

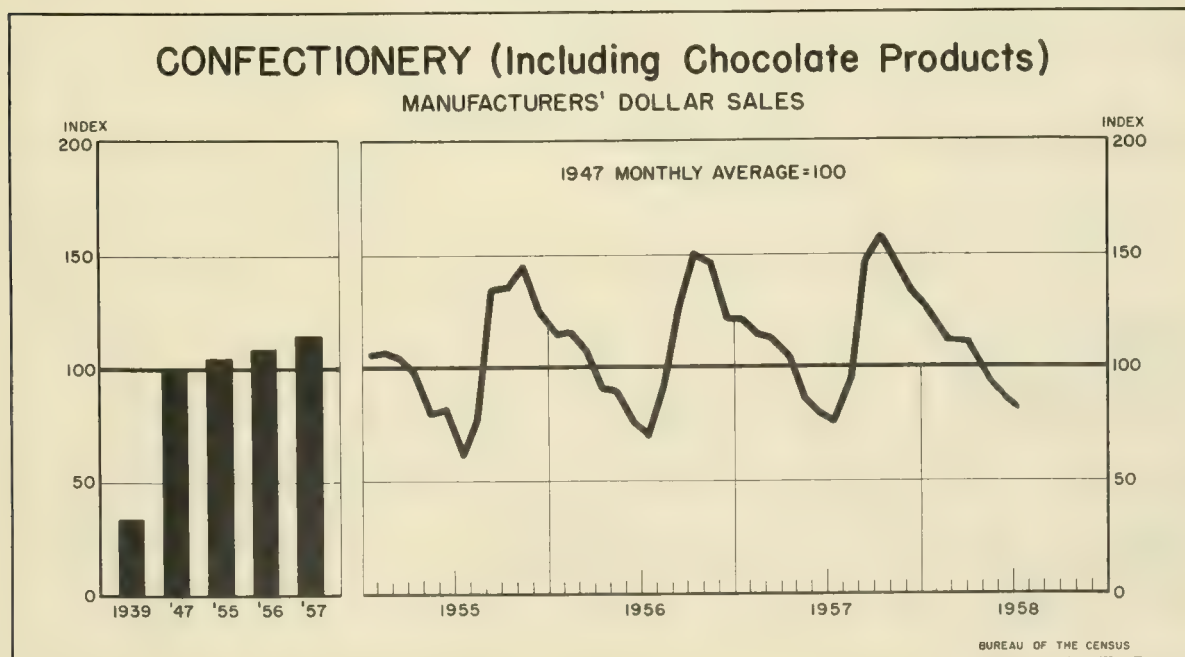
CONFECTIONERY (Including Chocolate Products)

JULY 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$66,105,000 in July 1958. This was 5 percent below the sales for June 1958, but was 10 percent above last year's July total. Sales of manufacturer-wholesalers at \$51,913,000 were 6 percent below June 1958, but were 7 percent above July 1957. Manufacturer-retailer's sales were 9 percent below June 1958, but were 13 percent above July 1957. Sales by chocolate manufacturers in July were 7 percent above the preceding month, and were 27 percent above July of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1958, poundage sales were up 2 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were up 2 percent while poundage sales of package goods retailing above 50 cents were down 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for July 83.0)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		July 1958 (\$1,000)	June 1958 (\$1,000)	July 1957* (\$1,000)	Percent change		7 months 1958 (\$1,000)	Percent change from 7 months 1957
					July 1958 from June 1958	July 1958 from July 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	66,105	*69,653	60,049	-5	+10	585,774	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	51,913	*55,368	48,302	-6	+7	450,490	+5
Manufacturer-retailers ²	218	6,163	*6,773	5,446	-9	+13	65,517	+9
Chocolate manufacturers.....	12	8,029	7,512	6,301	+7	+27	69,767	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	4,748	5,876	4,094	-19	+16	51,658	+9
Middle Atlantic.....	252	15,754	17,823	15,646	-12	+1	141,167	+3
New York and New Jersey.....	133	11,036	12,134	11,136	-9	-1	84,906	+2
Pennsylvania.....	119	4,718	5,689	4,510	-17	+5	56,261	+4
East North Central.....	164	22,717	*22,090	20,129	+3	+13	176,424	+6
Illinois.....	76	20,582	*19,914	18,173	+3	+13	155,852	+7
Ohio and Indiana.....	52	1,538	1,481	1,470	+4	+5	13,814	-4
Michigan and Wisconsin.....	36	597	695	486	+14	+23	6,758	+5
West North Central.....	61	1,562	1,653	1,214	-6	+29	12,665	+19
Minnesota, Kansas, South Dakota, and Nebraska.....	33	966	1,054	700	-8	+38	8,259	+23
Iowa and Missouri.....	28	596	599	514	-1	+16	4,406	+13
South Atlantic.....	97	2,420	2,443	2,320	-1	+4	20,364	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,007	1,139	970	-12	+4	8,771	+5
Georgia and Florida.....	37	1,413	1,304	1,350	+8	+5	11,593	+3
East South Central:								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,050	1,016	1,069	+3	-2	9,257	+3
West South Central:								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,115	1,030	943	+8	+18	13,314	+11
Mountain:								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	312	373	275	-16	+13	2,902	(³)
Pacific.....	100	2,235	*3,064	2,612	-27	-14	22,739	-2
California.....	75	1,750	2,577	2,104	-32	-17	18,183	-3
Washington and Oregon.....	25	485	*487	508	(³)	-5	4,556	-2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1958			July 1957			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	88,985	32,768	...	83,870	29,904	...	705,070	691,569	+2	275,521	263,844	+4
Package goods made to retail:												
\$1.00 or more per pound....	915	873	\$0.954	939	916	\$0.976	20,461	18,768	+9	22,903	21,122	+8
\$0.50 to \$0.99 per pound....	6,983	3,842	0.550	7,785	4,088	0.525	59,473	65,926	-10	31,635	33,537	-6
Less than \$0.50 per pound..	14,583	3,632	0.249	13,830	3,434	0.248	110,448	103,788	+6	28,067	26,816	+5
Bar goods.....	43,843	17,196	0.392	40,794	14,962	0.367	345,663	339,121	+2	138,758	131,131	+6
Bulk goods ²	13,704	3,496	0.255	12,300	3,103	0.252	103,514	103,565	(³)	26,857	26,330	+2
5¢ and 10¢ specialties.....	8,957	3,729	0.416	8,222	3,401	0.414	65,511	60,401	+8	27,301	24,908	+10

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Include penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: October 9, 1958

SERIES: M20C-88

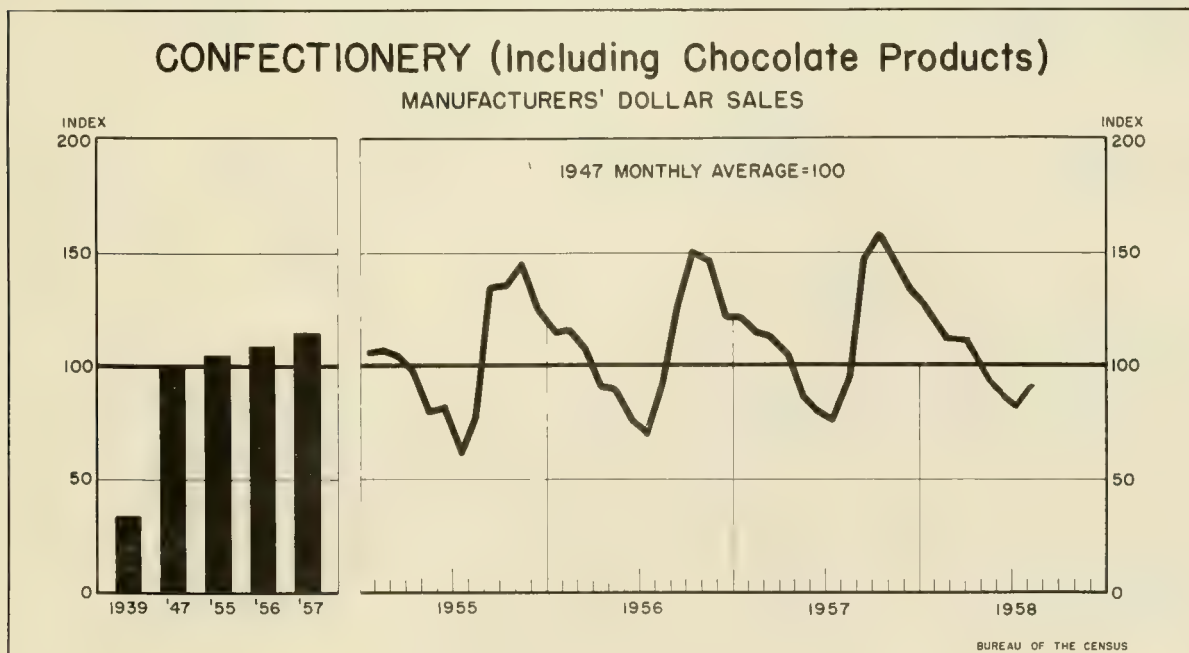
CONFECTIONERY (Including Chocolate Products)

AUGUST 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$74,937,000 in August 1958. This was 13 percent above the sales for July 1958, and at practically the same level as last year's August total. Sales of manufacturer-wholesalers at \$59,626,000 were 15 percent above July 1958, and were 1 percent above August 1957. Manufacturer-retailer's sales were 6 percent above July 1958, but were 3 percent below August 1957. Sales by chocolate manufacturers in August were 9 percent above the preceding month, but were 5 percent below August of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eight months of 1958, poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were up 1 percent while poundage sales of package goods retailing above 50 cents were down 3 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for August 94.1)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		August 1958 (\$1,000)	July 1958 (\$1,000)	August 1957* (\$1,000)	Percent change		8 months 1958 (\$1,000)	Percent change from months 1957
					August 1958 from July 1958	August 1958 from August 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	74,937	*66,167	74,812	+13	(³)	660,773	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	59,626	*51,976	58,826	+15	+1	510,179	+5
Manufacturer-retailers ²	218	6,553	*6,162	6,745	+6	-3	72,069	+2
Chocolate manufacturers.....	12	8,758	8,029	9,241	+9	-5	78,525	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	7,073	4,748	6,814	+49	+4	58,731	+8
Middle Atlantic.....	252	19,862	15,754	18,375	+26	+8	161,029	+4
New York and New Jersey.....	133	13,928	11,036	12,291	+26	+13	98,834	+4
Pennsylvania.....	119	5,934	4,718	6,084	+26	-2	62,195	+4
East North Central.....	164	23,306	*22,718	23,805	+3	-2	199,731	+5
Illinois.....	76	20,931	*20,583	21,229	+2	-1	176,784	+6
Ohio and Indiana.....	52	1,697	1,538	1,844	+10	-8	15,511	-5
Michigan and Wisconsin.....	36	678	597	732	+14	-7	7,436	+4
West North Central.....	61	1,630	1,562	1,651	+4	-1	14,295	+16
Minnesota, Kansas, South Dakota, and Nebraska.....	33	923	966	857	-4	+8	9,182	+21
Iowa and Missouri.....	28	707	596	794	+19	-11	5,113	+9
South Atlantic.....	97	2,724	*2,482	2,577	+10	+6	23,150	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,060	1,007	1,130	+5	-6	9,831	+3
Georgia and Florida.....	37	1,664	*1,475	1,447	+13	+15	*13,319	+5
East South Central:								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,121	1,050	1,126	+7	(³)	10,378	+3
West South Central:								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	1,012	1,115	1,009	-9	(³)	14,326	+10
Mountain:								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	357	312	399	+14	-11	3,259	-1
Pacific.....	100	2,541	2,235	3,070	+14	-17	25,280	-4
California.....	75	2,054	1,750	2,448	+17	-16	20,237	-4
Washington and Oregon.....	25	487	485	622	(³)	-22	5,043	-4

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1958			August 1957			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average (\$1,000)	Pounds (1,000)	Value (\$1,000)	Average (\$1,000)	1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	97,604	37,136	...	102,135	36,783	...	802,674	793,704	+1	312,657	300,627	+4
Package goods made to retail:												
\$1.00 or more per pound....	1,495	1,436	\$0.961	1,648	1,549	\$0.940	21,956	20,416	+8	24,339	22,671	+7
\$0.50 to \$0.99 per pound...	11,003	6,157	0.560	9,293	4,833	0.520	70,476	75,219	-6	37,792	38,370	-2
Less than \$0.50 per pound...	15,844	3,951	0.249	18,160	4,406	0.243	126,292	121,948	+4	32,018	31,222	+3
Bar goods.....	43,815	17,392	0.397	47,085	18,014	0.383	389,478	386,206	+1	156,150	149,145	+5
Bulk goods ²	15,894	4,306	0.271	16,419	4,157	0.253	119,408	119,984	(³)	31,163	30,487	+2
5¢ and 10¢ specialties.....	9,553	3,894	0.408	9,530	3,824	0.401	75,064	69,931	+7	31,195	28,732	+9

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: November 7, 1958

SERIES: M20C-98

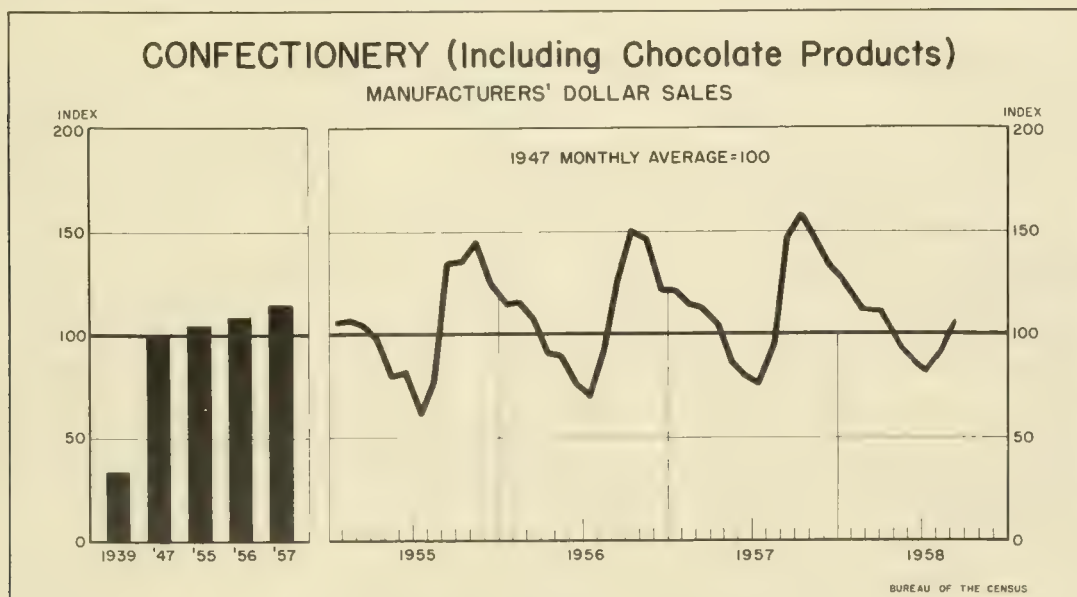
CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$128,092,000 in September 1958. This was 71 percent above the sales for August 1958, and was 9 percent above last year's September total. Sales of manufacturer-wholesalers at \$102,113,000 were 71 percent above August 1958, and were 9 percent above September 1957. Manufacturer-retailer's sales were 19 percent above August 1958, and were 7 percent above September 1957. Sales by chocolate manufacturers in September were 107 percent above the preceding month, and were 6 percent above September of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first nine months of 1958, poundage sales were up 2 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were approximately the same while poundage sales of package goods retailing above 50 cents were down 3 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for September 160.9)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		September 1958 (\$1,000)	August 1958 (\$1,000)	September 1957* (\$1,000)	Percent change		9 months 1958 (\$1,000)	Percent change from 9 months 1957
					September 1958 from August 1958	September 1958 from September 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	128,092	*74,947	117,739	+71	+9	789,246	+6
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	102,113	*59,636	93,335	+71	+9	612,673	+5
Manufacturer-retailers ²	218	7,818	6,553	7,329	+19	+7	79,887	+8
Chocolate manufacturers.....	12	18,161	8,758	17,075	+107	+6	96,686	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	14,243	7,073	12,660	+101	+13	72,974	+9
Middle Atlantic.....	252	31,699	19,862	28,217	+60	+12	192,728	+5
New York and New Jersey.....	133	19,135	13,928	16,675	+37	+15	117,969	+5
Pennsylvania.....	119	12,564	5,934	11,542	+112	+9	74,759	+5
East North Central.....	164	40,872	*23,313	38,325	+75	+7	240,610	+5
Illinois.....	76	36,036	*20,938	33,336	+72	+8	212,827	+6
Ohio and Indiana.....	52	3,451	1,697	3,497	+103	-1	18,962	-4
Michigan and Wisconsin.....	36	1,385	678	1,492	+104	-7	8,821	+2
West North Central.....	61	2,845	1,630	2,221	+75	+28	17,140	+18
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,781	923	1,337	+93	+33	10,963	+23
Iowa and Missouri.....	28	1,064	707	884	+50	+20	6,177	+11
South Atlantic.....	97	3,730	2,724	3,375	+37	+11	27,251	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	60	1,488	1,060	1,287	+40	+16	11,319	+5
Georgia and Florida.....	37	2,242	1,664	2,088	+35	+7	*25,932	+8
East South Central:								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	2,000	1,121	1,932	+78	+4	12,378	+3
West South Central:								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,252	1,012	1,952	+123	+15	16,578	+11
Mountain:								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	598	357	640	+68	-7	3,857	-2
Pacific.....	100	3,874	*2,544	4,013	+52	-3	29,157	-4
California.....	75	2,956	*2,053	3,199	+44	-8	23,192	-5
Washington and Oregon.....	25	918	*491	814	+87	+13	5,965	-2

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1958			September 1957			First 9 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	152,980	63,000	...	146,538	58,872	...	955,654	940,242	+2	375,657	359,499	+4
Package goods made to retail:												
\$1.00 or more per pound....	5,789	5,802	\$1.002	5,438	5,170	\$0.951	27,745	25,854	+7	30,141	27,841	+8
\$0.50 to \$0.99 per pound...	18,611	10,188	0.547	19,093	9,550	0.500	89,087	94,312	-6	47,980	47,920	(³)
Less than \$0.50 per pound..	27,282	6,338	0.232	20,996	5,975	0.285	153,574	142,944	+7	38,356	37,197	+3
Bar goods.....	67,994	29,122	0.428	69,022	27,602	0.400	457,472	455,228	(³)	185,272	176,747	+5
Bulk goods ²	22,117	6,812	0.308	21,925	6,415	0.293	141,525	141,909	(³)	37,975	36,902	+3
5¢ and 10¢ specialties.....	11,187	4,738	0.424	10,064	4,160	0.413	86,251	79,995	+8	35,933	32,892	+9

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: December 12, 1958

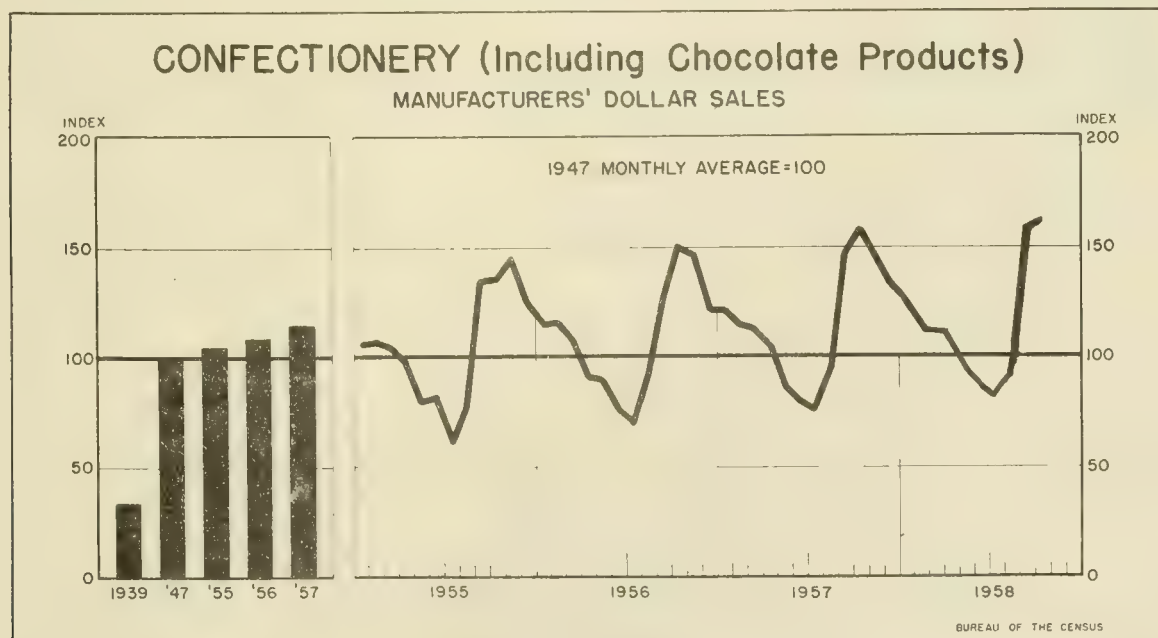
SERIES: M20C-108

CONFECTIONERY (Including Chocolate Products) OCTOBER 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$129,737,000 in October 1958. This was 1 percent above the sales for September 1958, and was 2 percent above last year's October total. Sales of manufacturer-wholesalers at \$103,818,000 were 2 percent above September 1958, and were 3 percent above October 1957. Manufacturer-retailer's sales were 30 percent above September 1958, and were 10 percent above October 1957. Sales by chocolate manufacturers in October were 13 percent below the preceding month, and were 7 percent below October of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first ten months of 1958, poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were approximately the same while poundage sales of package goods retailing above 50 cents were down 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for October 162.9)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D.C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		October 1958 (\$1,000)	September 1958 (\$1,000)	October 1957* (\$1,000)	Percent change		10 months 1958 (\$1,000)	Percent change from 10 months 1957
					October 1958 from September 1958	October 1958 from October 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	129,737	*128,124	126,988	+1	+2	919,015	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	103,818	*102,145	100,805	+2	+3	716,523	+5
Manufacturer-retailers ²	218	10,164	7,818	9,241	+30	+10	90,051	+8
Chocolate manufacturers.....	12	15,755	18,161	16,942	-13	-7	112,441	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	12,789	14,243	12,561	-10	+2	85,763	+8
Middle Atlantic.....	252	28,782	31,699	27,295	-9	+5	221,510	+5
New York and New Jersey.....	133	16,935	19,135	16,047	-11	+6	134,904	+5
Pennsylvania.....	119	11,847	12,564	11,248	-6	+5	86,606	+5
East North Central.....	164	42,773	*40,874	42,144	+5	+1	283,385	+4
Illinois.....	76	36,580	*36,038	35,430	+2	+3	249,409	+6
Ohio and Indiana.....	52	4,637	3,451	4,905	+34	-5	23,599	-4
Michigan and Wisconsin.....	36	1,556	1,385	1,809	+12	-14	10,377	-1
West North Central.....	61	3,133	2,845	3,029	+10	+3	20,273	+16
Minnesota, Kansas, South Dakota, and Nebraska.....	33	2,114	1,781	1,869	+19	+13	13,077	+21
Iowa and Missouri.....	28	1,019	1,064	1,160	-4	-12	7,196	+7
South Atlantic.....	97	4,956	3,730	4,513	+33	+10	32,207	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina..	60	1,968	1,488	1,946	+32	+1	13,287	+4
Georgia and Florida.....	37	2,988	2,242	2,567	+33	+16	18,920	+9
East South Central:								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	3,352	2,000	3,248	+68	+3	15,730	+3
West South Central:								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,908	2,252	2,760	+29	+5	19,486	+10
Mountain:								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	785	598	744	+31	+6	4,642	-1
Pacific.....	100	4,340	*3,904	4,511	+11	-4	33,527	-4
California.....	75	3,266	*2,989	3,520	+9	-7	26,491	-5
Washington and Oregon.....	25	1,074	*915	991	+17	+8	7,036	(³)

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1958			October 1957			First 10 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	145,076	60,050	...	152,447	60,193	...	1,100,730	1,092,689	+1	435,707	419,692	+4
Package goods made to retail:												
\$1.00 or more per pound....	4,495	4,279	\$0.952	4,861	4,384	\$0.902	32,240	30,715	+5	34,420	32,225	+7
\$0.50 to \$0.99 per pound...	18,461	10,060	0.545	21,776	10,785	0.495	107,548	116,088	-7	58,040	58,705	-1
Less than \$0.50 per pound...	21,734	6,252	0.288	22,340	6,238	0.279	175,308	165,284	+6	44,608	43,435	+3
Bar goods.....	66,406	28,136	0.424	67,395	27,141	0.403	523,878	522,623	(³)	213,408	203,888	+5
Bulk goods ²	23,518	6,832	0.291	24,928	6,987	0.280	165,043	166,837	-1	44,807	43,889	+2
% and 10¢ specialties.....	10,462	4,491	0.429	11,147	4,658	0.418	96,713	91,142	+6	40,424	37,550	+8

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: January 13, 1959

SERIES: M20C-118

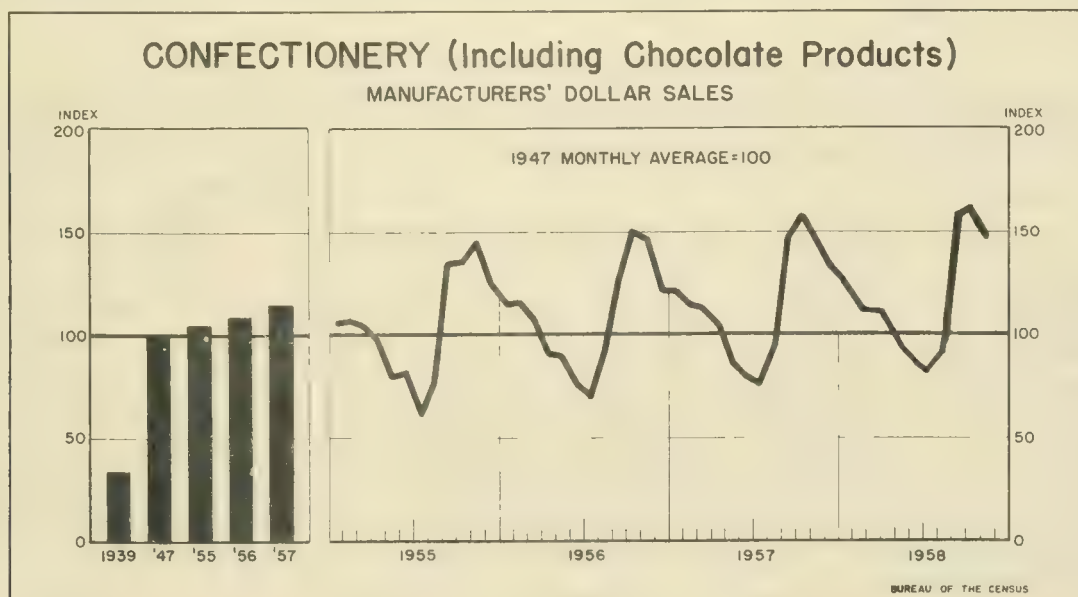
CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$118,554,000 in November 1958. This was 9 percent below the sales for October 1958, and was 1 percent above last year's November total. Sales of manufacturer-wholesalers at 93,041,000 were 10 percent below October 1958, but about the same as November 1957. Manufacturer-retailer's sales were 32 percent above October 1958, 13 percent above November 1957. Sales by chocolate manufacturers in November were 23 percent below the preceding month, and were 5 percent below November of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eleven months of 1958, poundage sales were about the same and dollar sales were up 3 percent, compared with the same period last year. Poundage sales of bar goods were approximately the same while poundage sales of package goods retailing above 50 cents were down 4 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for November 148.9)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		November 1958 (\$1,000)	October 1958 (\$1,000)	November 1957 ² (\$1,000)	Percent change		11 months 1958 (\$1,000)	Percent change from 11 months 1957
					November 1958 from October 1958	November 1958 from November 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	118,554	*129,840	117,193	-9	+1	1,037,672	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	93,041	*103,921	92,669	-10	(³)	809,667	+5
Manufacturer-retailers ²	218	13,371	10,164	11,792	+32	+13	103,422	+9
Chocolate manufacturers.....	12	12,142	15,755	12,732	-23	-5	124,583	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES								
New England.....	73	11,693	*12,885	11,912	-9	-2	97,552	+7
Middle Atlantic.....	252	28,157	28,782	27,512	-2	+2	249,667	+5
New York and New Jersey.....	133	16,406	16,935	15,571	-3	+5	151,310	+5
Pennsylvania.....	119	11,751	11,847	11,941	(1)	-2	98,357	+4
East North Central.....	164	32,885	*42,775	33,616	-23	-2	316,272	+4
Illinois.....	76	27,275	*36,582	27,285	-25	(³)	276,686	+5
Ohio and Indiana.....	52	3,909	4,637	4,525	-16	-14	27,508	-6
Michigan and Wisconsin.....	36	1,701	1,556	1,806	+9	-6	12,078	-1
West North Central.....	61	2,533	3,133	2,534	-19	(³)	22,806	+14
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,660	2,114	1,656	-21	(³)	14,737	+18
Iowa and Missouri.....	28	873	1,019	878	-14	-1	8,069	+6
South Atlantic.....	97	5,864	4,956	5,674	+18	+3	38,071	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina... Georgia and Florida.....	60 37	2,024 3,840	1,968 2,988	2,039 3,635	+3 +29	-1 +6	15,311 22,760	+4 +9
East South Central: Kentucky, Tennessee, Alabama, and Mississippi.....	48	2,505	3,352	2,528	-25	-1	18,235	+3
West South Central: Arkansas, Louisiana, Oklahoma, and Texas.....	95	3,675	2,908	3,542	+26	+4	23,161	+9
Mountain: Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	908	*790	916	+15	-1	5,555	-1
Pacific.....	100	4,821	4,340	4,435	+11	+9	38,348	-2
California.....	75	3,615	3,266	3,218	+11	+12	30,106	-3
Washington and Oregon.....	25	1,206	1,074	1,217	+12	-1	8,242	-1

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1958			November 1957			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	121,068	53,044	...	124,847	52,961	...	1,221,798	1,217,536	(³)	488,751	472,653	+3
Package goods made to retail:												
\$1.00 or more per pound..	8,386	9,070	\$1.082	9,027	9,353	\$1.036	40,626	39,742	+2	43,490	41,578	+5
\$0.50 to \$0.99 per pound..	17,100	9,212	0.539	16,504	8,263	0.501	124,648	132,592	-6	67,252	66,968	(³)
Less than \$0.50 per pound	21,836	6,166	0.282	20,791	6,042	0.291	197,144	186,075	+6	50,774	49,477	+3
Bar goods.....	47,287	19,902	0.421	51,061	20,517	0.402	571,165	573,684	(³)	233,310	224,405	+4
Bulk goods ²	17,979	5,063	0.282	18,921	5,194	0.275	183,022	185,758	-1	49,870	49,083	+2
5¢ and 10¢ specialties.....	8,480	3,631	0.428	8,543	3,592	0.420	105,193	99,685	+6	44,055	41,142	+7

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FEB 13 1959

GOVERNMENT PRINTING OFFICE

FACTS FOR INDUSTRY

FOR RELEASE: February 11, 1959

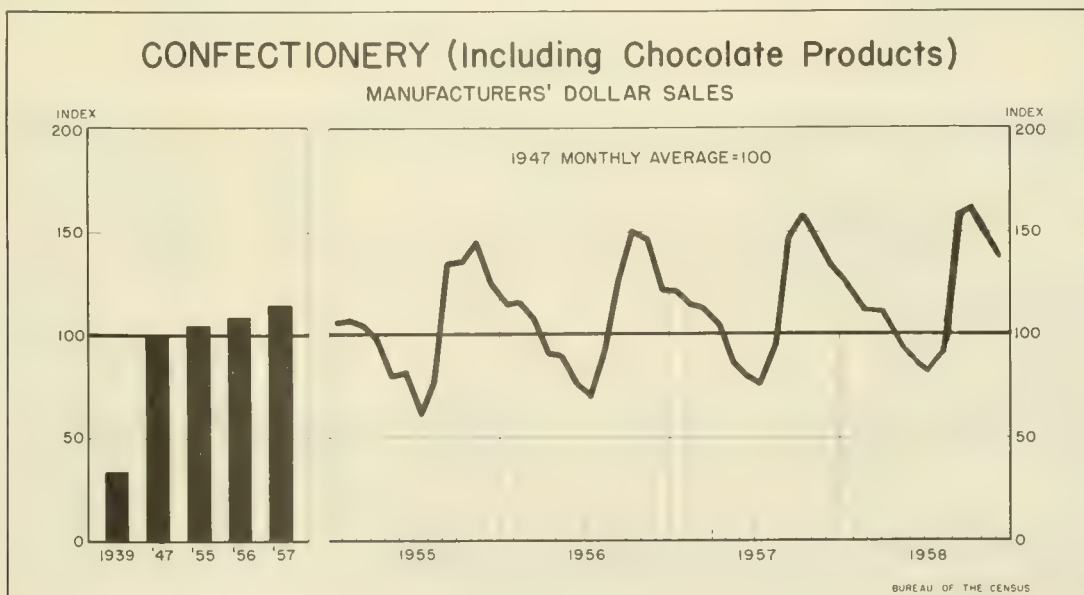
SERIES: M20C-128

CONFECTIONERY (Including Chocolate Products) DECEMBER 1958

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$111,396,000 in December 1958. This was 6 percent below the sales for November 1958, and was 5 percent above last year's December total. Sales of manufacturer-wholesalers at 73,380,000 were 21 percent below November 1958, but 7 percent above December 1957. Manufacturer-retailer's sales were 109 percent above November 1958, and 5 percent above December 1957. Sales by chocolate manufacturers in December were 17 percent below the preceding month, and were 4 percent below December of last year. (See reverse side, table 1, for detailed statistics.)

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the year 1958, poundage sales were about the same and dollar sales were up 4 percent, compared with last year. Poundage sales of bar goods were approximately the same while poundage sales of package goods retailing above 50 cents were down 4 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--The data presented in table 1 of this release are estimated industry totals based on reports from approximately 400 manufacturers of confectionery and competitive chocolate products, accounting in 1953 for 85 percent of the total dollar value of sales of these products. The data presented in table 2 are aggregates of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1954 accounted for slightly more than 50 percent of the sales of these two classes of producers.



(Index number for December 139.9)

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Number of establishments for which sales are estimated ¹	Estimated sales of current month and comparisons					Estimated sales year to date	
		December 1958 (\$1,000)	November 1958 (\$1,000)	December 1957* (\$1,000)	Percent change		12 months 1958 (\$1,000)	Percent change from 12 months 1957
					December 1958 from November 1958	December 1958 from December 1957		
Confectionery and competitive chocolate products, estimated total.....	1,141	111,396	*118,542	105,970	-6	+5	1,149,150	+5
BY KIND OF BUSINESS								
Manufacturer-wholesalers.....	911	73,380	*93,047	68,783	-21	+7	883,147	+5
Manufacturer-retailers ²	218	27,973	*13,353	26,699	+109	+5	131,377	+8
Chocolate manufacturers.....	12	10,043	12,142	10,488	-17	-	134,626	+1
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES								
New England.....	73	11,679	*11,752	9,820	-1	+19	109,384	+8
Middle Atlantic.....	252	19,221	28,108	19,595	-32	-2	268,839	+4
New York and New Jersey.....	133	10,530	16,406	11,826	-36	-11	161,840	+4
Pennsylvania.....	119	8,691	*11,702	7,769	-26	+12	106,999	+4
East North Central.....	164	27,738	32,885	25,767	-16	+8	344,010	+4
Illinois.....	76	22,913	27,275	20,754	-16	+10	299,599	+5
Ohio and Indiana.....	52	3,241	3,909	3,638	-17	-11	30,749	-6
Michigan and Wisconsin.....	36	1,584	1,701	1,375	-7	+15	13,662	(3)
West North Central.....	61	2,057	2,533	1,622	-19	+27	24,863	+15
Minnesota, Kansas, South Dakota, and Nebraska.....	33	1,338	1,660	1,124	-19	+19	16,075	+18
Iowa and Missouri.....	28	719	873	498	-18	+44	8,788	+8
South Atlantic.....	97	3,841	5,864	3,522	-34	+9	41,912	+7
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina... Georgia and Florida.....	60	1,591	2,024	1,686	-21	-6	16,902	+3
	37	2,250	3,840	1,836	-41	+23	25,010	+10
East South Central:								
Kentucky, Tennessee, Alabama, and Mississippi.....	48	1,986	2,505	1,640	-21	+21	20,221	+4
West South Central:								
Arkansas, Louisiana, Oklahoma, and Texas.....	95	2,398	*3,674	2,208	-35	+9	25,558	+9
Mountain:								
Arizona, Colorado, Idaho, New Mexico, and Utah.....	21	729	908	713	-20	+2	6,284	(3)
Pacific.....	100	3,731	*4,818	3,896	-23	-	42,076	-3
California.....	75	2,631	*3,542	2,813	-26	-6	32,664	-
Washington and Oregon.....	25	1,100	*1,276	1,083	-14	+2	9,412	(3)

*Revised.

¹Represents all known producers of confectionery and competitive chocolate products in 1953, except retail confectioners with a single business location; in a few cases two or more factories in the same State, under the same ownership are counted as one establishment.²Retailers with two or more outlets. "Number of establishments" means number of factories, and does not include nonmanufacturing outlets.³Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1958			December 1957			12 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1958	1957	Percent change from 1957	1958	1957	Percent change from 1957
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	99,819	42,653	...	98,299	39,868	...	1,321,617	1,315,835	(3)	531,404	512,521	+4
Package goods made to retail:												
\$1.00 or more per pound..	6,330	6,696	\$1.058	5,213	5,237	\$1.005	46,956	44,955	+4	50,186	46,815	+7
\$0.50 to \$0.99 per pound.	8,958	4,862	0.543	10,905	5,511	0.505	133,606	143,497	-7	72,114	72,479	-1
Less than \$0.50 per pound	14,242	3,765	0.264	13,300	3,435	0.258	211,386	199,375	+6	54,539	52,912	+3
Bar goods.....	44,273	18,850	0.426	44,846	18,049	0.402	615,438	618,530	(3)	252,160	242,454	+4
Bulk goods ²	17,342	4,688	0.270	16,356	4,404	0.269	200,364	202,114	-1	54,558	53,487	+2
5¢ and 10¢ specialties.....	8,674	3,792	0.437	7,679	3,232	0.421	113,867	107,364	+6	47,847	44,374	+8

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: November 20, 1959

SERIES: M20C-08

CONFECTIONERY (Including Chocolate Products) SUMMARY FOR 1958

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,120 million in 1958, up 6 percent from the previous year's figure of \$1,060 million. Increases in sales appeared in all classifications: manufacturer-wholesalers, 6 percent; manufacturer-retailers, 4 percent; chocolate manufacturers, 3 percent.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate. In 1957, these respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers; and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957. The detailed statistics compiled from these reports will be included in a report entitled "Confectionery Sales and Distribution, 1958" to be issued shortly by Business and Defense Services Administration, Food Industries Division, which cooperated in the survey.

Other detailed statistics of this industry, including complete sales and employment figures by States, will be available from the 1958 Census of Manufactures reports to be issued in 1960.

This report was prepared in the Industry Division under the supervision of Willis K. Jordan, Chief, Foods, Textiles, and Apparel, by Edward A. Robinson, Chief, Foods, and Robert T. O'Reagan, Statistician.

Table 1.--CONFECTIONERY PRODUCTS: MANUFACTURERS' SALES, BY KIND OF BUSINESS,
1956-1958

(In millions)

Kind of business	1958		1957*		1956*	
	Pounds	Value	Pounds	Value	Pounds	Value
TOTAL.....	2,826	¹ 1,120	2,765	¹ 1,060	2,622	¹ 1,011
Manufacturer-wholesalers.....	2,483	895	2,404	842	2,279	800
Manufacturer-retailers.....	98	81	95	¹ 78	94	¹ 78
Chocolate manufacturers.....	245	144	266	140	249	133

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with two or more outlets.

*Revised.

¹Dollar sales are not completely comparable to estimates shown in the publications for years prior to 1956 or in the monthly Facts for Industry series prior to January 1959. Manufacturer-retailer sales were reported at f.o.b. factory value in this publication but were reported at retail value in earlier years and in the monthly sample survey through December 1958.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 2.--MANUFACTURERS' SALES OF CONFECTIONERY, BY MONTHS, 1956-1958

Month	Value ¹ (millions of dollars)		
	1958	1957	1956
TOTAL.....	1,120	1,060	1,011
January.....	99	95	88
February.....	95	88	90
March.....	87	89	82
April.....	86	80	70
May.....	73	66	69
June.....	68	60	58
July.....	65	58	53
August.....	73	73	70
September.....	126	116	106
October.....	127	124	117
November.....	116	114	114
December.....	105	97	94

¹The revised estimates in this table are not completely comparable to the totals shown in table 1 of the monthly publications of this Facts for Industry Series. The monthly estimates were based on a sample of 400 manufacturers who accounted for approximately 89 percent of total sales in 1953. Manufacturer-retailers reported monthly sales at retail level. This annual survey values such sales at f.o.b. factory level.

Table 3.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES, BY KIND OF BUSINESS, 1956-1958

Item	1958		1957		1956	
	Pounds (1,000)	Value ¹ (\$1,000)	Pounds (1,000)	Value ¹ (\$1,000)	Pounds (1,000)	Value ¹ (\$1,000)
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	2,826,119	1,119,839	2,765,677	1,059,641	2,621,345	1,011,438
By kind of business:						
Manufacturer-wholesalers.....	2,482,645	895,111	2,404,420	841,841	2,278,615	800,071
Manufacturer-retailers.....	98,477	81,084	94,949	78,171	93,667	78,285
Chocolate manufacturers.....	244,997	143,644	266,308	139,629	249,063	133,082
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE BY DIVISION AND STATES						
New England.....	249,514	102,512	230,944	94,163	215,419	88,081
Middle Atlantic.....	645,990	262,468	637,115	244,047	604,769	228,512
New York and New Jersey.....	441,168	159,439	416,580	150,441	390,815	138,174
Pennsylvania.....	204,822	103,029	220,535	93,606	213,954	90,338
East North Central.....	1,081,741	343,084	1,052,480	325,857	993,541	314,676
Illinois.....	984,442	307,638	949,990	289,417	893,500	279,917
Ohio and Indiana.....	62,600	21,042	69,057	22,445	68,737	22,127
Michigan and Wisconsin.....	34,699	14,404	33,433	13,995	31,304	12,632
West North Central.....	95,775	37,676	90,683	35,167	84,445	32,705
Minnesota, Kansas, South Dakota, and Nebraska.....	44,708	21,371	45,367	19,986	39,794	17,830
Iowa and Missouri.....	51,067	16,305	45,316	15,181	44,651	14,875
South Atlantic.....	130,402	43,429	116,897	39,536	109,227	36,776
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina	62,426	18,502	56,184	17,207	50,000	15,232
Georgia and Florida.....	67,976	24,927	60,713	22,329	59,227	21,544
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	64,682	18,210	63,778	16,807	65,047	17,524
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	49,624	24,987	49,939	22,786	46,234	21,262
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	15,782	9,635	16,944	9,629	16,525	8,886
Pacific.....	149,135	53,110	145,640	53,849	143,408	51,649
California.....	126,350	42,947	125,261	44,156	123,431	42,156
Washington and Oregon.....	22,785	10,163	20,379	9,693	19,977	9,493

Note: Manufacturer-retailers include only those with two or more outlets.

¹Dollar sales are not completely comparable to figures published for years prior to 1956 and monthly in this Facts for Industry Series prior to January 1959. In earlier years and in the monthly survey, sales of manufacturer-retailers were reported at retail value; in this annual survey they were reported at f.o.b. factory values.

Table 4.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF PRODUCT, 1956-1958 ³

Type of product	1958			1957*			1956*		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES OF ESTABLISHMENTS.....	2,727,642	1,038,755	0.381	2,670,728	981,470	0.368	2,527,678	933,153	0.369
Package goods made to retail at:									
\$1.00 or more per pound.	112,928	111,715	0.989	105,019	102,809	0.979	96,802	93,282	0.964
\$0.50 to \$0.99 per pound	215,462	106,665	0.495	221,082	105,163	0.476	214,815	101,082	0.471
Less than \$0.50 per pound.....	607,950	173,767	0.286	584,107	159,401	0.273	547,507	149,818	0.273
Bar goods.....	908,133	364,823	0.402	882,218	340,664	0.386	829,598	327,794	0.395
Bulk goods.....	637,751	185,531	0.291	642,624	183,720	0.286	616,264	177,296	0.288
5¢ and 10¢ specialties....	245,418	96,254	0.392	235,678	89,713	0.381	222,692	83,881	0.377

Note: The 1958 figures, partially estimated, based on reports from 232 large manufacturers which accounted for about 92 per cent of the total sales in 1957. Figures for 1957 and 1956 compiled from a complete survey of all known confectionery manufacturers.

*Revised.

DEPARTMENT OF COMMERCE

BUREAU OF THE CENSUS

WASHINGTON 25, D. C.

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE**

FACTS FOR INDUSTRY

FOR RELEASE: March 20, 1959

SERIES: M20C-19

CONFECTIONERY (Including Chocolate Products)

JANUARY 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$108.5 million in January 1959. This was 6 percent above the sales of December 1958 and 11 percent above sales for January of last year. Sales of manufacturer-wholesalers at \$89.2 million were 21 percent above December 1958 and 11 above January 1958. Manufacturer-retailers sales decreased 66 percent from December 1958 to \$6.3 million but were 21 percent above January of last year. Sales of chocolate manufacturers were 29 percent above December levels and 7 percent above those for January 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for January 1959, poundage sales were up 2 percent and dollar sales were up 7 percent, compared with January 1958. Poundage sales of bar goods were down 4 percent while poundage sales of package goods retailing above 50 cents were up 17 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Data presented in table 1 of this release are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual data published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly data for 1958 included in this release are based on f.o.b. values.

The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons			Percent change	
	January 1959 (\$1,000)	December 1958* (\$1,000)	January 1958* (\$1,000)	January 1959 from December 1958	January 1959 from January 1958
Confectionery and competitive chocolate products, estimated total....	108,495	*102,278	*97,830	+6	+11
BY KIND OF BUSINESS					
Manufacturer-wholesalers.....	89,160	*73,426	*80,453	+21	+11
Manufacturer-retailers ¹	6,280	*18,700	*5,177	-66	+21
Chocolate manufacturers.....	13,055	*10,152	*12,206	+29	+7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES					
New England.....	10,579	11,032	10,566	-4	(²)
Middle Atlantic.....	29,724	18,441	24,052	+61	+24
New York and New Jersey.....	14,340	10,121	11,600	+42	+24
Pennsylvania.....	15,384	8,320	12,452	+85	+24
East North Central.....	32,870	27,372	29,254	+20	+12
Illinois.....	29,482	23,627	26,225	+25	+12
Ohio and Indiana.....	1,554	2,075	1,408	-25	+10
Michigan and Wisconsin.....	1,834	1,670	1,621	+10	+13
West North Central.....	2,797	3,100	3,039	-9	-7
Minnesota, Kansas, South Dakota, and Nebraska.....	1,855	2,000	2,137	-7	-13
Iowa and Missouri.....	942	1,100	902	-14	+4
South Atlantic.....	3,538	3,514	3,366	+1	+5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,347	1,247	1,193	+8	+13
Georgia and Florida.....	2,191	2,267	2,173	-3	(²)
East South Central: Kentucky, Tennessee, Alabama, and Mississippi.....	1,531	1,746	1,523	-12	+1
West South Central: Arkansas, Louisiana, Oklahoma, and Texas.....	3,185	2,463	3,266	+29	-2
Mountain: Arizona, Colorado, Idaho, New Mexico, and Utah.....	755	1,136	843	-34	-10
Pacific.....	4,181	4,622	4,544	-10	-8
California.....	3,156	3,431	3,632	-8	-13
Washington and Oregon.....	1,025	1,191	912	-14	+12

*Revised.

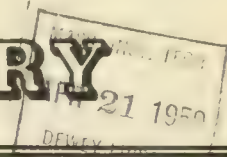
¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1959			January 1958			Percent change January 1959 from January 1958	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.	119,634	52,628	...	117,038	49,005	...	+2	+7
Package goods made to retail at:								
\$1.00 or more per pound.....	6,268	8,334	\$1.330	6,376	8,142	\$1.277	-2	+2
\$0.50 to \$0.99 per pound.....	12,596	7,058	0.560	9,797	5,068	0.517	+29	+39
Less than \$0.50 per pound.....	16,668	4,469	0.268	15,018	4,018	0.268	+11	+11
Bar goods.....	54,258	22,905	0.422	56,316	22,582	0.401	-4	+1
Bulk goods ²	19,283	5,309	0.275	19,489	5,032	0.258	-1	+6
5¢ and 10¢ specialties.....	10,561	4,553	0.431	10,042	4,163	0.415	+5	+9

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY



FOR RELEASE: April 14, 1959

SERIES: M20C-29

CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$104.3 million in February 1959. This was 4 percent below the sales of January 1959 and 11 percent above sales for February of last year. Sales of manufacturer-wholesalers at \$81.4 million were 9 percent below January 1959 and 11 above February 1958. Manufacturer-retailers sales increased 61 percent from January 1959 to \$10.0 million and were 19 percent above February of last year. Sales of chocolate manufacturers were 1 percent below January levels but were 8 percent above those for February 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1959, poundage sales were up 3 percent and dollar sales were up 8 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 12 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Data presented in table 1 of this release are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual data published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly data for 1958 included in this release are based on f.o.b. values.

The data presented in table 2 are aggregate of the figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.—CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	February 1959 (\$1,000)	January 1959 (\$1,000)	February 1958* (\$1,000)	Percent change		2 months 1959 (\$1,000)	Percent change from 2 months 1958
				February 1959 from January 1959	February 1959 from February 1958		
Confectionery and competitive chocolate products, estimated total.....	104,338	*108,520	93,874	-4	+11	212,858	+11
BY KIND OF BUSINESS							
Manufacturer-wholesalers.....	81,370	*89,192	73,439	-9	+11	170,562	+11
Manufacturer-retailers ¹	10,047	*6,253	8,432	+61	+19	16,300	+20
Chocolate manufacturers.....	12,921	*13,075	12,003	-1	+8	25,996	+7
TOTAL ESTIMATES SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	8,792	*11,042	8,134	-20	+8	19,834	+6
Middle Atlantic.....	25,888	*29,749	22,309	-13	+16	55,637	+20
New York and New Jersey.....	14,416	*14,449	12,732	(²)	+13	28,865	+19
Pennsylvania.....	11,472	*15,300	9,577	-25	+20	26,772	+22
East North Central.....	31,562	*32,236	28,307	-2	+11	63,798	+11
Illinois.....	28,266	*28,849	25,502	-2	+11	57,115	+10
Ohio and Indiana.....	1,928	1,553	1,436	+24	+34	3,481	+22
Michigan and Wisconsin.....	1,368	1,834	1,369	-25	(²)	3,202	+7
West North Central.....	2,967	2,797	2,889	+6	+3	5,764	-3
Minnesota, Kansas, South Dakota, and Nebraska.....	1,998	1,855	2,001	+8	(²)	3,853	-7
Iowa and Missouri.....	969	942	888	+3	+9	1,911	+7
South Atlantic.....	3,287	*3,542	2,779	-7	+18	6,829	+11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,504	*1,350	1,036	+11	+45	2,854	+28
Georgia and Florida.....	1,783	*2,192	1,743	-19	+2	3,975	+2
East South Central:							
Kentucky, Tennessee, Alabama, and Mississippi.....	1,424	1,531	1,376	-7	+3	2,955	+2
West South Central:							
Arkansas, Louisiana, Oklahoma, and Texas.....	2,361	*3,210	2,272	-26	+4	5,571	+1
Mountain:							
Arizona, Colorado, Idaho, New Mexico, and Utah.....	867	*904	685	-4	+27	1,771	+16
Pacific.....	4,222	4,181	4,688	+1	-10	8,403	-9
California.....	3,468	3,156	3,825	+10	-9	6,624	-11
Washington and Oregon.....	754	1,025	863	-26	-13	1,779	(²)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

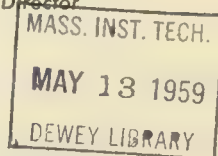
Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

	February 1959			February 1958			First 2 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	115,441	47,466	...	111,959	43,609	...	235,075	228,997	+3	100,094	92,614	+8
Package goods made to retail at:												
\$1.00 or more per pound..	3,750	4,182	\$1.115	3,216	3,394	\$1.055	10,018	9,592	+4	12,516	11,536	+8
\$0.50 to \$0.99 per pound..	11,324	6,292	0.556	10,788	5,667	0.525	23,920	20,585	+16	13,350	10,735	+24
Less than \$0.50 per pound	18,954	4,903	0.259	17,885	4,495	0.251	35,622	32,903	+8	9,372	8,513	+10
Bar goods.....	54,054	22,876	0.423	52,966	21,537	0.407	108,312	109,282	-1	45,781	44,119	+4
Bulk goods ²	17,756	4,958	0.279	17,969	4,697	0.261	37,039	37,458	-1	10,267	9,729	+6
5¢ and 10¢ specialties.....	9,603	4,255	0.443	9,135	3,819	0.418	20,164	19,177	+5	8,808	7,982	+10

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.

²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY



FOR RELEASE: May 11, 1959

SERIES: M20C-39

CONFECTIONERY (Including Chocolate Products) MARCH 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$96.1 million in March 1959. This was 8 percent below the sales of February 1959 and 11 percent above sales for March of last year. Sales of manufacturer-wholesalers at \$71.3 million were 12 percent below February 1959 and 5 above March 1958. Manufacturer-retailers sales increased 29 percent from February 1959 to \$13.0 million and were 96 percent above March of last year. Sales of chocolate manufacturers were 9 percent below February levels and 1 percent below those for March 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first three months of 1959, poundage sales were up 2 percent and dollar sales were up 7 percent, compared with the same period last year. Poundage sales of bar goods were about the same while poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Data presented in table 1 of this release are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual data published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly data for 1958 included in this release are based on f.o.b. values.

The data presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current year and comparisons					Estimated sales year to date	
	March 1959 (\$1,000)	February 1959 (\$1,000)	March 1958* (\$1,000)	Percent change		3 months 1959 (\$1,000)	Percent change from months 1958
				March 1959 from February 1959	March 1959 from March 1958		
Confectionery and competitive chocolate products, estimated total.....	96,146	*104,287	86,781	-8	+11	309,037	+11
BY KIND OF BUSINESS							
Manufacturer-wholesalers.....	71,324	*81,279	68,243	-12	+5	241,879	+9
Manufacturer-retailers ¹	13,004	*10,087	6,628	+29	-96	29,344	+45
Chocolate manufacturers.....	11,818	12,921	11,910	-9	-1	37,814	+5
TOTAL ESTIMATES SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	8,482	8,792	7,750	-4	+9	28,316	+7
Middle Atlantic.....	20,718	*25,691	20,411	-19	+2	76,126	+14
New York and New Jersey.....	12,548	*14,431	12,206	-13	+3	41,188	+13
Pennsylvania.....	8,170	*11,260	8,205	-27	(²)	34,938	+16
East North Central.....	27,034	*31,538	24,968	-14	+8	90,924	+10
Illinois.....	24,264	*28,242	22,495	-14	+8	81,471	+10
Ohio and Indiana.....	1,829	1,928	1,437	-5	+27	5,310	+24
Michigan and Wisconsin.....	941	1,368	1,036	-31	-9	4,143	+3
West North Central.....	2,910	2,967	2,917	-2	(²)	8,674	-2
Minnesota, Kansas, South Dakota, and Nebraska.....	1,935	1,998	1,991	-3	-3	5,788	-6
Iowa and Missouri.....	975	969	926	+1	+5	2,886	+6
South Atlantic.....	3,248	3,287	2,985	-1	+9	10,077	+10
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,340	1,504	1,114	-11	+20	4,194	+25
Georgia and Florida.....	1,908	1,783	1,871	+7	+2	5,883	+2
East South Central:							
Kentucky, Tennessee, Alabama, and Mississippi.....	1,271	1,424	1,297	-11	-2	4,226	+1
West South Central:							
Arkansas, Louisiana, Oklahoma, and Texas.....	2,496	2,361	2,424	+6	+3	8,067	+1
Mountain:							
Arizona, Colorado, Idaho, New Mexico, and Utah.....	891	867	668	+3	+33	2,662	+21
Pacific.....	4,274	*4,352	4,823	-2	-11	12,807	-9
California.....	3,488	*3,598	4,025	-3	-13	10,242	-11
Washington and Oregon.....	786	754	798	+4	-2	2,565	(²)

*Revised.

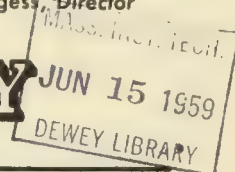
¹Retailers with two or more outlets..²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1959			March 1958			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	102,397	42,272	...	102,839	41,001	...	337,472	331,836	+2	142,366	133,615	+7
Package goods made to retail at:												
\$1.00 or more per pound...	3,045	3,558	\$1.168	3,456	3,809	\$1.102	13,063	13,048	(¹)	16,074	15,345	+5
\$0.50 to \$0.99 per pound...	8,374	4,740	0.566	8,902	4,687	0.527	32,294	29,487	+10	18,090	15,422	+17
Less than \$0.50 per pound...	14,820	3,939	0.266	14,128	3,592	0.254	50,442	47,031	+7	13,311	12,105	+10
Bar goods.....	53,969	22,457	0.416	53,790	21,672	0.403	162,281	163,072	(²)	68,238	65,791	+4
Block goods.....	12,816	3,563	0.278	14,158	3,692	0.261	49,855	51,616	-3	13,830	13,421	+3
5¢ and 10¢ specialties.....	9,373	4,015	0.428	8,405	3,549	0.422	29,537	27,582	+7	12,823	11,531	+11

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY



FOR RELEASE: June 8, 1959

SERIES: M20C-49

CONFECTIONERY (Including Chocolate Products)

APRIL 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$88.4 million in April 1959. This was 8 percent below the sales of March 1959 but 4 percent above sales for April of last year. Sales of manufacturer-wholesalers at \$69.8 million were 2 percent below March 1959 but 8 above April 1958. Manufacturer-retailers sales decreased 49 percent from March 1959 to \$6.6 million and were 29 percent below April of last year. Sales of chocolate manufacturers were 1 percent above March levels and 11 percent above those for April 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first four months of 1959, poundage sales were up 2 percent and dollar sales were up 7 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Data presented in table 1 of this release are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual data published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly data for 1958 included in this release are based on f.o.b. values.

The data presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	April 1959 (\$1,000)	March 1959 (\$1,000)	April 1958* (\$1,000)	Percent change		4 months 1959 (\$1,000)	Percent change from 4 months 1958
				April 1959 from March 1959	April 1959 from April 1958		
Confectionery and competitive chocolate products, estimated total.....	88,418	*96,135	74,461	-2	+4	397,494	+9
BY KIND OF BUSINESS							
Manufacturer-wholesalers.....	69,783	*71,271	64,740	-2	+8	311,609	+9
Manufacturer-retailers ¹	6,565	*12,916	9,277	-49	-29	35,821	+21
Chocolate manufacturers.....	12,070	*11,998	10,838	+1	+11	50,064	+7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	7,432	8,432	6,676	-12	+11	35,748	+6
Middle Atlantic.....	21,956	*20,721	18,942	+6	+16	98,085	+14
New York and New Jersey.....	13,679	*12,551	11,173	+9	+22	54,870	+15
Pennsylvania.....	8,277	8,170	7,769	+1	+7	43,215	+14
East North Central.....	26,483	*27,036	25,230	-2	+5	117,409	+9
Illinois.....	23,977	*24,266	23,023	-1	+4	105,450	+8
Ohio and Indiana.....	1,636	1,829	1,318	-11	+24	6,946	+24
Michigan and Wisconsin.....	870	941	889	-2	-2	5,013	+2
West North Central.....	2,639	*2,912	2,852	-9	-7	11,315	-3
Minnesota, Kansas, South Dakota, and Nebraska.....	1,650	1,935	1,726	-15	-4	7,432	-5
Iowa and Missouri.....	989	*977	1,126	+1	-12	3,877	+1
South Atlantic.....	3,221	*3,226	2,767	(2)	+16	13,286	-12
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,240	*1,328	954	-7	+29	5,422	+26
Georgia and Florida.....	1,981	1,908	1,808	+4	+10	7,864	+4
East South Central:							
Kentucky, Tennessee, Alabama, and Mississippi.....	1,250	1,271	1,179	-2	+6	5,476	+2
West South Central:							
Arkansas, Louisiana, Oklahoma, and Texas.....	2,043	2,496	2,072	-18	-1	10,110	+1
Mountain:							
Arizona, Colorado, Idaho, New Mexico, and Utah.....	873	861	674	-2	+30	3,535	+23
Pacific.....	3,886	*4,004	4,554	-8	-11	16,645	-10
California.....	3,225	*3,442	3,641	-6	-11	13,421	-11
Washington and Oregon.....	661	*784	713	-16	-7	3,224	-2

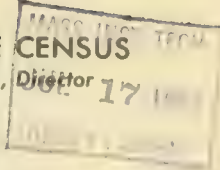
*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1959			April 1958			First 4 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	106,689	43,813	...	103,100	40,490	...	444,704	444,480	+2	186,761	174,505	+7
Package goods made to retail at:												
\$1.00 or more per pound.....	3,256	3,749	\$1.151	3,458	3,770	\$1.084	16,407	16,506	-1	19,920	19,095	+4
\$0.50 to \$0.99 per pound.....	9,405	5,297	0.563	8,275	4,397	0.531	41,737	37,762	+11	23,479	19,819	+18
Less than \$0.50 per pound.....	17,181	4,612	0.268	16,220	4,067	0.251	10,135	15,201	+7	17,977	16,172	+11
Bar goods.....	51,114	21,608	0.423	52,441	21,434	0.407	213,422	211,141	-1	19,800	87,123	+3
Bulk goods ²	15,172	4,083	0.269	13,412	3,412	0.259	64,955	65,118	(3)	17,923	16,917	+6
7c and 10c specialties	10,561	4,464	0.423	9,204	3,848	0.418	40,448	36,786	+10	17,584	15,373	+14

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.



FACTS FOR INDUSTRY

FOR RELEASE: July 10, 1959

SERIES: M20C-59

CONFECTIONERY (Including Chocolate Products)

MAY 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$73.8 million in May 1959. This was 16 percent below the sales of April 1959 but 2 percent above sales for May of last year. Sales of manufacturer-wholesalers at \$60.0 million were 14 percent below April 1959 but 2 above May 1958. Manufacturer-retailers sales decreased 2 percent from April 1959 to \$6.4 million and were 14 percent above May of last year. Sales of chocolate manufacturers were 39 percent above April levels and 6 percent below those for May 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first five months of 1959, poundage sales were up 2 percent and dollar sales were up 6 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Data presented in table 1 of this release are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual data published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly data for 1958 included in this release are based on f.o.b. values.

The data presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	May 1959 (\$1,000)	April 1959 (\$1,000)	May 1958* (\$1,000)	Percent change		5 months 1959 (\$1,000)	Percent change from 5 months 1958
				May 1959 from April 1959	May 1959 from May 1958		
Confectionery and competitive chocolate products, estimated total.....	73,832	*88,415	72,142	-16	+2	471,323	+8
BY KIND OF BUSINESS							
Manufacturer-wholesalers.....	60,035	*69,780	58,640	-14	+2	371,641	+8
Manufacturer-retailers ¹	6,418	6,565	5,642	-2	+14	42,239	+20
Chocolate manufacturers.....	7,379	12,070	7,860	-39	-6	57,443	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	5,863	7,432	5,634	-21	+4	41,611	+7
Middle Atlantic.....	17,943	21,956	17,523	-18	+2	116,028	+12
New York and New Jersey.....	11,485	13,679	11,630	-16	-1	66,355	+12
Pennsylvania.....	6,458	8,277	5,893	-22	+10	49,673	+13
East North Central.....	24,760	*26,480	23,874	-6	+4	142,166	+8
Illinois.....	22,441	*23,974	21,711	-6	+3	127,888	+8
Ohio and Indiana.....	1,536	1,636	1,313	-6	+17	8,482	+23
Michigan and Wisconsin.....	783	870	850	-10	-8	5,796	+1
West North Central.....	2,186	2,639	2,541	-17	-14	13,901	-6
Minnesota, Kansas, South Dakota, and Nebraska.....	1,236	1,650	1,470	-25	-16	8,674	-7
Iowa and Missouri.....	950	989	1,071	-4	-11	4,827	-2
South Atlantic.....	2,893	3,221	2,553	-10	+13	16,179	+12
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,130	1,240	892	-9	+27	6,552	+26
Georgia and Florida.....	1,763	1,981	1,661	-11	+6	9,627	+4
East South Central: Kentucky, Tennessee, Alabama, and Mississippi.....	1,028	1,250	948	-18	+8	6,504	+3
West South Central: Arkansas, Louisiana, Oklahoma, and Texas.....	1,339	2,043	1,437	-34	-7	11,449	(2)
Mountain: Arizona, Colorado, Idaho, New Mexico, and Utah.....	717	873	588	-18	+22	4,252	+23
Pacific.....	3,306	3,886	3,542	-15	-7	19,951	-9
California.....	2,705	3,225	2,947	-16	-8	16,126	-11
Washington and Oregon.....	601	661	595	-9	+1	3,825	-1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	May 1959			May 1958			First 5 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS..	90,490	34,698	...	91,140	34,550	...	535,104	526,076	+2	221,459	209,055	+6
Package goods made to retail at:												
\$1.00 or more per pound.....	1,586	1,711	\$1.079	1,651	1,587	\$0.961	17,993	18,157	-1	21,631	20,682	+5
\$0.50 to \$0.99 per pound.....	6,994	3,800	0.543	7,121	3,838	0.539	48,731	44,882	+9	27,279	23,657	+15
Less than \$0.50 per pound.....	17,132	4,443	0.259	16,303	4,175	0.256	84,867	79,054	+7	22,420	20,347	+10
Bar goods.....	42,079	16,754	0.398	43,735	17,684	0.404	255,501	259,248	-1	106,632	104,807	+2
Bulk goods ²	12,248	3,474	0.284	12,561	3,234	0.257	77,203	77,679	-1	21,397	20,151	+6
5¢ and 10¢ specialties.	10,451	4,516	0.432	9,769	4,032	0.413	50,899	46,555	+9	22,100	19,411	+14

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

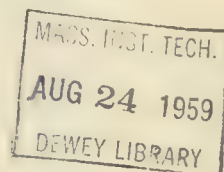
FACTS FOR INDUSTRY

FOR RELEASE: August 20, 1959

SERIES: M20C-69

CONFECTIONERY (Including Chocolate Products)

JUNE 1959



Manufacturers sales of confectionery and competitive chocolate products were estimated at \$72.2 million in June 1959. This was -3 percent below the sales of May 1959 but was 6 percent above sales for June of last year. Sales of manufacturer-wholesalers at \$59.9 million were -1 percent below May 1959 but were 7 percent above June 1958. Manufacturer-retailers sales decreased 18 percent from May 1959 to \$5.2 million but were 16 percent above June of last year. Sales of chocolate manufacturers were 4 percent below May levels and 7 percent below those for June 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first six months of 1959, poundage sales were up 2 percent and dollar sales were up 5 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this report are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual statistics published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly statistics for 1958 included in this report are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	June 1959 (\$1,000)	May 1959 (\$1,000)	June 1958* (\$1,000)	Percent change		6 months 1959 (\$1,000)	Percent change from 6 months 1958
				June 1959 from May 1959	June 1959 from June 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	72,161	*74,019	68,180	-3	+6	*544,532	+8
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	59,854	*60,222	56,098	-1	+7	*432,543	+8
Manufacturer-retailers ¹	5,231	6,418	4,528	-18	+16	47,470	+20
Chocolate manufacturers.....	7,076	7,379	7,594	-4	-7	64,519	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	5,855	5,863	5,550	(2)	+5	47,466	+7
Middle Atlantic.....	17,313	17,943	17,109	-4	+1	133,341	+11
New York and New Jersey.....	11,396	11,485	11,663	-1	-2	77,751	+10
Pennsylvania.....	5,917	6,458	5,446	-8	+9	55,590	+13
East North Central.....	24,927	*24,761	22,216	+1	+12	167,094	+9
Illinois.....	22,838	*22,442	20,535	+2	+11	150,727	+8
Ohio and Indiana.....	1,342	1,536	948	-13	+42	9,824	+25
Michigan and Wisconsin.....	747	783	733	-5	+2	6,543	+1
West North Central.....	2,229	*2,184	2,492	+2	-11	15,728	-6
Minnesota, Kansas, South Dakota, and Nebraska.....	1,314	1,236	1,575	+6	-17	9,988	-8
Iowa and Missouri.....	915	*948	917	-3	(2)	5,740	-2
South Atlantic.....	2,824	*2,904	2,270	-3	+24	19,014	+14
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,109	*1,141	893	-3	+24	7,672	+26
Georgia and Florida.....	1,715	1,763	1,377	-3	+25	11,342	+7
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	951	1,028	893	-7	+6	7,455	+3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,279	1,339	1,058	-4	+21	12,728	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)....	686	717	582	-4	+18	4,938	+22
Pacific.....	3,790	*3,483	3,888	+9	-3	*24,779	-4
California.....	3,207	*2,882	3,361	+11	-5	20,371	-5
Washington and Oregon.....	583	601	527	-3	+11	4,408	(2)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1959			June 1958			First 6 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	91,036	34,436	...	90,009	33,698	...	626,230	616,085	+2	255,995	242,753	+5
Package goods made to retail at:												
\$1.00 or more per pound...	1,280	1,297	\$1.013	1,389	1,348	\$0.970	19,273	19,546	-1	22,928	22,030	+4
\$.50 to \$0.99 per pound...	7,326	4,047	0.552	7,607	4,136	0.544	56,057	52,490	+7	31,326	27,793	+13
Less than \$0.50 per pound...	16,392	4,383	0.267	16,311	4,088	0.251	101,259	95,865	+6	26,803	24,435	+10
Bar goods.....	43,325	17,088	0.394	42,572	16,755	0.394	298,826	301,820	-1	123,720	121,562	+2
Bulk goods ²	12,137	3,029	0.250	12,131	3,210	0.265	89,340	89,810	-1	24,426	23,361	+5
5¢ and 10¢ specialties.....	10,576	4,592	0.434	9,999	4,161	0.416	61,475	56,554	+9	26,692	23,572	+13

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: September 10, 1959

SERIES: M20C-79

CONFECTIONERY (Including Chocolate Products)

JULY 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at 67.5 million in July 1959. This was 6 percent below the sales of June 1959 but 4 percent above sales for July of last year. Sales of manufacturer-wholesalers at \$55.5 million were 7 percent below June 1959 but 6 above July 1958. Manufacturer-retailers sales decreased 6 percent from June 1959 to \$4.9 million and were 20 percent above July of last year. Sales of chocolate manufacturers were 1 percent above June levels and 12 percent below those for July 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1959, poundage sales were up 1 percent and dollar sales were up 5 percent, compared with the same period last year. Poundage sales of bar goods were down 2 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	June 1959 (\$1,000)	May (\$1,000)	June 1958* (\$1,000)	Percent change		6 months 1959 (\$1,000)	Percent change from 6 months 1958
				June 1959 from May 1959	June 1959 from June 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	72,161	*74,019	68,180	-3	+6	*544,532	+8
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	59,854	*60,222	56,058	-1	+7	*432,543	+8
Manufacturer-retailers ¹	5,231	6,418	4,528	-18	+16	47,470	+20
Chocolate manufacturers.....	7,076	7,379	7,594	-4	-7	64,519	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	5,855	5,863	5,550	(2)	+5	47,466	+7
Middle Atlantic.....	17,313	17,943	17,109	-4	+1	133,341	+11
New York and New Jersey.....	11,396	11,485	11,663	-1	-2	77,751	+10
Pennsylvania.....	5,917	6,458	5,446	-8	+9	55,590	+13
East North Central.....	24,927	*24,761	22,216	+1	+12	167,094	+9
Illinois.....	22,838	*22,442	20,535	+2	+11	150,727	+8
Ohio and Indiana.....	1,342	1,536	948	-13	+42	9,824	+25
Michigan and Wisconsin.....	747	783	733	-5	+2	6,543	+1
West North Central.....	2,229	*2,184	2,492	+2	-11	15,728	-6
Minnesota, Kansas, South Dakota, and Nebraska.....	1,514	1,236	1,575	+6	-17	9,988	-8
Iowa and Missouri.....	915	*948	917	-3	(2)	5,740	-2
South Atlantic.....	2,824	*2,904	2,270	-3	+24	19,014	+14
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,109	*1,141	893	-3	+24	7,672	+26
Georgia and Florida.....	1,715	1,763	1,377	-3	+25	11,342	+7
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	951	1,028	893	-7	+6	7,455	+3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,279	1,339	1,058	-4	+21	12,728	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	686	717	582	-4	+18	4,938	+22
Pacific.....	3,790	*3,483	3,888	+9	-3	*24,779	-4
California.....	3,207	*2,882	3,361	+11	-5	20,371	-5
Washington and Oregon.....	583	601	527	-3	+11	4,408	(2)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1959			June 1958			First 6 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	91,036	34,436	...	90,009	33,092	...	626,230	616,085	+2	255,995	242,753	+5
Package goods made to retail at:												
\$1.00 or more per pound...	1,280	1,297	\$1.013	1,389	1,348	\$0.970	19,273	19,546	-1	22,928	22,030	+4
\$.50 to \$.99 per pound...	7,326	4,047	0.552	7,607	4,136	0.544	56,057	52,490	+7	31,326	27,793	+13
Less than \$.50 per pound...	16,392	4,383	0.267	16,311	4,088	0.251	101,259	95,865	+6	26,803	24,435	+10
Bar goods.....	43,325	17,088	0.394	42,572	16,755	0.394	298,826	301,820	-1	123,720	121,562	+2
Bulk goods ²	12,137	3,029	0.250	12,131	3,210	0.265	99,340	80,310	-1	24,426	23,361	+5
5¢ and 10¢ specialties.....	10,576	4,592	0.434	9,999	4,161	0.416	61,475	56,554	+9	26,692	23,572	+13

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: September 10, 1959

SERIES: M20C-79

CONFECTIONERY (Including Chocolate Products) JULY 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at 67.5 million in July 1959. This was 6 percent below the sales of June 1959 but 4 percent above sales for July of last year. Sales of manufacturer-wholesalers at \$55.5 million were 7 percent below June 1959 but 6 above July 1958. Manufacturer-retailers sales decreased 6 percent from June 1959 to \$4.9 million and were 20 percent above July of last year. Sales of chocolate manufacturers were 1 percent above June levels and 12 percent below those for July 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1959, poundage sales were up 1 percent and dollar sales were up 5 percent, compared with the same period last year. Poundage sales of bar goods were down 2 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	July 1959 (\$1,000)	June 1959 (\$1,000)	July 1958* (\$1,000)	Percent change		7 months 1959 (\$1,000)	Percent change from 7 months 1958
				July 1959 from June 1959	July 1959 from July 1958		
Confectionery and competitive chocolate products, estimated total.....	67,540	*72,139	64,677	-6	+4	612,050	+8
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	55,452	*59,832	52,441	-7	+6	487,973	+7
Manufacturer-retailers ¹	4,924	5,231	4,119	-6	+20	52,394	+20
Chocolate manufacturers.....	7,164	7,076	8,117	+1	-12	71,683	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	5,420	5,855	4,485	-7	+21	52,886	+8
Middle Atlantic.....	16,530	17,313	15,125	-5	+9	149,871	+11
New York and New Jersey.....	11,751	11,396	10,608	+3	+11	89,502	+10
Pennsylvania.....	4,779	5,917	4,517	-19	+6	60,369	+12
East North Central.....	22,996	*24,930	22,840	-8	+1	190,093	+8
Illinois.....	21,084	*22,841	21,225	-8	-1	171,814	+7
Ohio and Indiana.....	1,351	1,342	985	+1	+37	11,175	+26
Michigan and Wisconsin.....	561	747	630	-25	-11	7,104	(²)
West North Central.....	1,875	2,229	2,353	-16	-20	17,603	-8
Minnesota, Kansas, South Dakota, and Nebraska.....	1,056	1,314	1,441	-20	-27	11,044	-11
Iowa and Missouri.....	819	915	912	-10	-10	6,559	-3
South Atlantic.....	2,707	*2,799	2,276	-3	+19	21,696	+14
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,044	*1,084	789	-4	+32	8,691	+26
Georgia and Florida.....	1,663	1,715	1,487	-3	+12	13,005	+7
East South Central:							
Kentucky, Tennessee, Alabama, and Mississippi.....	934	951	923	-2	+1	8,389	+3
West South Central:							
Arkansas, Louisiana, Oklahoma, and Texas.....	1,170	1,279	1,145	-9	+2	13,898	+2
Mountain:							
Arizona, Colorado, Idaho, New Mexico, and Utah.....	592	686	487	-14	+22	5,530	+22
Pacific.....	3,228	3,790	2,807	-15	+15	28,007	-2
California.....	2,674	3,207	2,282	-17	+17	23,045	-3
Washington and Oregon.....	554	583	525	-5	+6	4,962	+1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1959			July 1958			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	87,263	32,546	...	88,985	32,768	...	713,493	705,070	+1	288,441	275,521	+5
Package goods made to retail at:												
\$1.00 or more per pound..	971	963	\$0.992	915	1,873	\$0.954	20,244	20,461	-1	23,891	22,903	+4
\$0.50 to \$0.99 per pound.	8,421	4,414	0.524	6,983	3,842	0.550	64,478	59,473	+8	35,740	31,635	+13
Less than \$0.50 per pound	15,525	4,032	0.260	14,583	3,632	0.249	116,784	110,448	+6	30,835	28,067	+10
Bar goods.....	39,811	15,616	0.392	43,843	17,196	0.392	338,637	345,663	-2	139,336	138,758	(³)
Bulk goods ²	12,723	3,368	0.265	13,704	3,496	0.255	102,063	103,514	-1	27,794	26,857	+3
5% and 10% specialties.....	9,812	4,153	0.423	8,957	3,729	0.416	71,287	65,511	+9	30,845	27,301	+13

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

FACTS FOR INDUSTRY

FOR RELEASE: October 13, 1959

SERIES: M20C-89

CONFECTIONERY (Including Chocolate Products)

AUGUST 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at 75.2 million in August 1959. This was 12 percent above the sales of July 1959 and 3 percent above sales for August of last year. Sales of manufacturer-wholesalers at \$59.7 million were 9 percent above July 1959 but relatively unchanged compared to August 1958. Manufacturer-retailers sales decreased 1 percent from July 1959 to \$5.0 million but were 14 percent above August of last year. Sales of chocolate manufacturers were 46 percent above July levels and 18 percent above those for August 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eight months of 1959, poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of packaging goods retailing above 50 cents were up 1 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	August 1959 (\$1,000)	July 1959 (\$1,000)	August 1958* (\$1,000)	Percent change		8 months 1959 (\$1,000)	Percent change from 8 months 1958
				August 1959 from July 1959	August 1959 from August 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL..	75,213	*66,868	73,138	+12	+3	686,591	-7
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	59,719	*54,633	59,904	+9	(2)	546,873	-6
Manufacturer-retailers ¹	5,007	*5,071	4,381	-1	+14	57,548	+19
Chocolate manufacturers.....	10,487	7,164	8,853	+46	+18	82,170	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	6,351	*4,490	6,681	+41	-5	58,307	+5
Middle Atlantic.....	17,063	16,530	19,069	+3	-11	166,934	-8
New York and New Jersey.....	11,261	11,751	13,388	-4	-16	100,763	+6
Pennsylvania.....	5,802	4,779	5,681	+21	+2	66,171	+11
East North Central.....	24,870	*23,396	23,393	+6	+6	215,363	+8
Illinois.....	22,247	*21,083	21,591	+6	+3	194,060	+6
Ohio and Indiana.....	1,807	*1,752	1,087	+3	+66	13,383	+35
Michigan and Wisconsin.....	816	561	715	+45	+14	7,920	+1
West North Central.....	2,244	1,875	2,461	+20	-9	19,847	-8
Minnesota, Kansas, South Dakota, and Nebraska.....	1,142	1,056	1,379	+8	-17	12,186	-11
Iowa and Missouri.....	1,102	819	1,082	+35	+2	7,661	-2
South Atlantic.....	2,916	*2,708	2,508	+8	+16	24,613	+14
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,111	*1,045	831	+6	+34	9,803	+27
Georgia and Florida.....	1,805	1,663	1,677	+9	+8	14,810	+7
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,007	934	986	+8	+2	9,396	+3
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	1,180	1,170	1,039	+1	+14	15,078	+2
Mountain: (Arizona, Colorado, Idaho, New Mexico, and Utah).....	662	*588	557	+13	+19	6,188	+22
Pacific.....	3,426	*2,942	3,210	+16	+7	31,147	-2
California.....	2,804	*2,387	2,678	+17	+5	25,562	-3
Washington and Oregon.....	622	*555	532	+12	+17	5,585	+2

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1959			August 1958			First 8 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	96,795	36,949	...	97,604	37,136	...	810,288	802,674	+1	325,390	312,657	+4
Package goods made to retail at:												
\$1.00 or more per pound..	1,495	1,507	\$1.008	1,495	1,436	\$0.961	21,739	21,956	-1	25,398	24,339	+4
\$0.50 to \$0.99 per pound..	7,297	4,046	0.554	11,003	6,157	\$0.560	71,775	70,476	+2	39,786	37,792	+5
Less than \$0.50 per pound	17,026	4,374	0.257	15,844	3,951	0.249	133,810	126,292	+6	35,209	32,018	+10
Bar goods.....	45,815	18,963	0.414	43,815	17,392	0.397	384,452	389,478	-1	158,299	156,150	+1
Bulk goods ²	15,471	4,022	0.260	15,894	4,306	0.271	117,534	119,408	-2	31,816	31,163	+2
5¢ and 10¢ specialties.....	9,691	4,037	0.417	9,553	3,894	0.408	80,978	75,064	+8	34,882	31,195	+12

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

FACTS FOR INDUSTRY

FOR RELEASE: December 9, 1959

SERIES: M20C-109

CONFECTIONERY (Including Chocolate Products)

OCTOBER 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$127.4 million in October 1959. This was 3 percent below the sales of September 1959 and about the same as sales for October of last year. Sales of manufacturer-wholesalers at \$103.7 million were about the same as sales in September 1959 and October 1958. Manufacturer-retailers sales increased 32 percent over September 1959 to \$7.1 million and were 10 percent above October of last year. Sales of chocolate manufacturers were 23 percent below September 1959 levels and 2 percent below those for October 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first ten months of 1959, poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods were down 3 percent while poundage sales of package goods retailing above 50 cents were up 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	October 1959 (\$1,000)	September 1959* (\$1,000)	October 1958* (\$1,000)	Percent change		10 months 1959 (\$1,000)	Percent change from 10 months 1958
				October 1959 from September 1959	October 1959 from October 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	127,358	131,666	126,917	-3	(2)	926,500	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	103,664	104,783	103,479	(2)	(2)	740,905	+2
Manufacturer-retailers ¹	7,148	5,400	6,520	+32	+10	65,991	+18
Chocolate manufacturers.....	16,546	21,483	16,918	-23	-2	119,604	(2)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	12,049	12,219	11,977	-1	+1	80,522	(2)
Middle Atlantic.....	27,021	31,552	27,647	-14	-2	222,182	+3
New York and New Jersey.....	16,873	20,492	16,607	-18	+2	138,133	+4
Pennsylvania.....	10,148	11,060	11,040	-8	-8	84,049	+1
East North Central.....	41,794	42,976	42,223	-3	-1	284,703	+2
Illinois.....	36,479	37,975	37,437	-4	-3	254,756	+1
Ohio and Indiana.....	3,781	3,584	3,146	+5	+20	19,076	+17
Michigan and Wisconsin.....	1,534	1,417	1,640	+8	-6	10,871	-1
West North Central.....	4,299	3,727	3,702	+15	+16	29,950	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	2,269	1,859	2,227	+22	+2	16,558	+3
Iowa and Missouri.....	2,030	1,868	1,475	+9	+38	13,392	+13
South Atlantic.....	5,249	4,205	5,139	+25	+2	36,772	+9
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,230	1,693	2,182	+32	+2	15,896	+7
Georgia and Florida.....	3,019	2,512	2,957	+20	+2	20,876	+11
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	2,959	1,995	3,321	+48	-11	17,125	-3
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,828	2,231	2,843	+27	-1	20,119	+6
Mountain: (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,028	939	1,222	+9	-16	8,155	+14
Pacific.....	6,437	4,939	5,405	+30	+19	41,377	-2
California.....	5,368	3,804	4,259	+41	+26	33,635	-3
Washington and Oregon.....	1,069	1,135	1,146	-6	-7	7,742	+3

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1959			October 1958*			First 10 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	144,190	60,271	...	145,076	60,050	...	1,111,514	1,100,727	+1	453,341	435,706	+4
Package goods made to retail at:												
\$1.00 or more per pound..	4,804	4,821	\$1.004	4,510	4,291	\$0.951	32,252	32,373	(3)	36,016	34,531	+4
\$0.50 to \$0.99 per pound.	19,962	10,517	0.527	18,980	10,380	0.547	116,965	110,313	+6	63,641	59,252	+7
Less than \$0.50 per pound	24,849	7,277	0.293	21,200	5,920	0.279	183,224	172,405	+6	49,561	43,284	+15
Bar goods.....	57,324	24,472	0.427	66,406	28,136	0.424	509,967	523,880	-3	212,594	213,408	(3)
Bulk goods ²	23,686	6,875	0.290	23,315	6,723	0.288	163,559	162,302	+1	45,612	43,474	+5
5% and 10% specialties.....	13,565	6,309	0.465	10,665	4,600	0.431	105,547	99,454	+6	45,917	41,757	+10

*Revised

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

USCOM-DC

FACTS FOR INDUSTRY

FOR RELEASE: January 14, 1960

SERIES: M20C-119

CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at 122.5 million in November 1959. This was 4 percent below the sales of October 1959 but 6 percent above sales for November of last year. Sales of manufacturer-wholesalers at \$101.5 million were 2 percent below sales in October 1959 but 6 percent above November 1958. Manufacturer-retailers sales increased 13 percent over October 1959 to \$8.1 million and were 11 percent above November of last year. Sales of chocolate manufacturers were 22 percent below October 1959 levels and 1 percent below those for November 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eleven months of 1959, poundage sales were up 2 percent and dollar sales were up 5 percent, compared with the same period last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse side, table 2, for detailed statistics)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sales by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	November 1959 (\$1,000)	October 1959 (\$1,000)	November 1958* (\$1,000)	Percent change		11 months 1959* (\$1,000)	Percent change from 11 months 1958
				November 1959 from October 1959	November 1959 from November 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	122,511	*127,496	115,771	-4	+6	1,053,446	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	101,546	*103,802	95,453	-2	+6	846,886	+3
Manufacturer-retailers ¹	8,111	7,148	7,333	+13	+11	74,102	+17
Chocolate manufacturers.....	12,854	16,546	12,985	-22	-1	132,458	(2)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	12,094	*12,101	10,919	(2)	+11	92,668	+1
Middle Atlantic.....	28,110	27,021	27,514	+4	+2	250,292	+3
New York and New Jersey.....	16,056	16,873	16,165	-5	-1	154,139	+4
Pennsylvania.....	12,054	10,148	11,349	+19	+6	96,103	+2
East North Central.....	35,491	*41,670	32,228	-15	+10	324,367	+4
Illinois.....	29,513	*36,454	27,818	-19	+6	288,541	+3
Ohio and Indiana.....	4,233	*3,682	2,617	+15	+62	23,210	+23
Michigan and Wisconsin.....	1,745	1,534	1,793	+14	-3	12,616	-1
West North Central.....	5,829	4,299	4,826	+36	+21	35,779	+9
Minnesota, Kansas, South Dakota, and Nebraska.....	3,376	2,269	2,928	+49	+15	19,334	+5
Iowa and Missouri.....	2,453	2,030	1,898	+21	+29	15,845	+15
South Atlantic.....	6,280	*5,463	5,957	+15	+5	43,266	+9
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,308	2,230	2,117	+3	+9	18,204	+8
Georgia and Florida.....	3,972	*3,233	3,840	+23	+3	25,062	+10
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	2,532	2,959	2,651	-14	-4	19,657	-3
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	3,891	*2,824	3,592	+38	+8	24,006	+6
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,463	1,028	1,391	+42	+5	9,618	+13
Pacific.....	5,856	6,437	6,375	-9	-8	47,233	-3
California.....	4,427	5,368	5,002	-18	-31	38,062	-4
Washington and Oregon.....	1,429	1,069	1,373	+34	+4	9,171	+3

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1959			November 1958*			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	124,797	54,858	...	121,067	53,045	...	1,247,770	1,221,794	+2	511,957	488,751	+5
Package goods made to retail at:												
\$1.00 or more per pound.....	8,864	9,580	\$1.081	8,417	9,096	\$1.081	41,116	40,790	+1	45,596	43,627	+5
\$0.50 to \$0.99 per pound.....	18,120	9,799	0.541	17,577	9,486	0.540	135,085	127,890	+6	73,440	68,735	+7
Less than \$0.50 per pound.....	21,895	6,102	0.279	21,327	5,867	0.275	209,161	193,732	+8	57,072	48,151	+16
Bar goods.....	47,553	19,706	0.414	47,287	19,902	0.421	563,739	571,167	-1	234,347	233,510	(3)
Bulk goods ²	18,857	5,404	0.287	17,782	4,958	0.279	183,293	180,084	+2	51,300	48,432	+6
5¢ and 10¢ specialties....	9,508	4,267	0.449	8,677	3,736	0.431	115,376	108,131	+7	50,302	45,425	+11

*Revised.

¹A selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

USCOMM-DC

FACTS FOR INDUSTRY

FOR RELEASE: February 10, 1960

SERIES: M20C-129

CONFECTIONERY (Including Chocolate Products)

DECEMBER 1959

Manufacturers sales of confectionery and competitive chocolate products were estimated at 112.7 million in December 1959. This was 8 percent below the sales of November 1959 but 7 percent above sales for December of last year. Sales of manufacturer-wholesalers at \$80.2 million were 21 percent below sales in November 1959 but 4 percent above December 1958. Manufacturer-retailers sales increased 169 percent over November 1959 to \$21.8 million and were 22 percent above December of last year. Sales of chocolate manufacturers were 17 percent below November 1959 levels but were at the same level as those for December 1958.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the year 1959, poundage sales were up 2 percent and dollar sales were up 4 percent, compared with last year. Poundage sales of bar goods were down 1 percent while poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons					Estimated sales year to date	
	December 1959 (\$1,000)	November 1959 (\$1,000)	December 1958* (\$1,000)	Percent change		12 month 1959 (\$1,000)	Percent change from 12 months 1958
				December 1959 from November 1959	December 1959 from December 1958		
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	112,724	*122,509	105,395	-8	+7	1,166,168	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	80,186	*101,544	76,771	-21	+4	927,070	+4
Manufacturer-retailers ¹	21,823	8,111	17,906	+169	+22	95,925	+18
Chocolate manufacturers.....	10,715	12,854	10,718	-17	(2)	143,173	(2)
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	11,398	12,094	11,012	-6	+4	104,066	+2
Middle Atlantic.....	19,949	28,110	18,980	-29	+5	270,241	+3
New York and New Jersey.....	11,358	16,056	10,529	-29	+8	165,547	+4
Pennsylvania.....	8,591	12,054	8,451	-29	+2	104,694	+2
East North Central.....	28,810	35,491	27,751	-19	+4	353,177	+4
Illinois.....	24,879	29,513	23,928	-16	+4	313,420	+3
Ohio and Indiana.....	2,667	4,233	2,152	-37	+24	25,877	+23
Michigan and Wisconsin.....	1,264	1,745	1,671	-28	-24	13,880	-4
North Central.....	5,469	5,829	4,945	-6	+11	41,248	+9
Minnesota, Kansas, South Dakota, and Nebraska.....	2,811	3,376	2,426	-17	+16	22,745	+6
Iowa and Missouri.....	2,658	2,453	2,519	+8	+6	18,503	+13
South Atlantic.....	4,021	*6,278	3,833	-36	+5	47,285	+9
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,816	2,308	1,595	-21	+14	20,020	+8
Georgia and Florida.....	2,205	*3,970	2,238	-44	-1	27,265	+9
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,863	2,532	2,181	-26	-15	21,520	-4
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,583	3,891	2,345	-34	+10	26,589	+6
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,407	1,463	1,107	-4	+27	11,025	+14
Pacific.....	4,686	5,856	4,617	-20	+1	51,919	-2
California.....	3,448	4,427	3,350	-22	+3	41,510	-3
Washington and Oregon.....	1,238	1,429	1,267	-13	-2	10,409	+2

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1959			December 1958*			12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1959	1958	Percent change from 1958	1959	1958	Percent change from 1958
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	100,464	42,750	...	99,818	42,654	...	1,346,234	1,321,612	+2	554,707	531,405	+4
Package goods made to retail at:												
\$1.00 or more per pound.....	6,516	6,963	\$1.069	6,346	6,709	\$1.057	47,632	47,136	+1	52,559	50,336	+4
\$0.50 to \$0.99 per pound.....	8,602	4,654	0.541	9,207	4,988	0.542	143,687	137,097	+5	78,094	73,726	+6
Less than \$0.50 per pound.....	14,238	3,796	0.267	13,976	3,627	0.260	223,399	207,708	+8	60,868	52,778	+15
Bar goods.....	43,607	17,922	0.411	44,273	18,850	0.426	607,346	615,440	-1	252,169	252,160	(2)
Bulk goods ²	17,083	4,632	0.274	17,177	4,600	0.268	200,376	197,261	+2	55,982	53,752	+4
5¢ and 10¢ specialties....	10,418	4,733	0.454	8,839	3,880	0.439	125,794	116,970	+8	55,035	49,373	+11

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: May 24, 1960

SERIES: M20C-09

CONFECTIONERY (Including Chocolate Products) SUMMARY FOR 1959

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,150 million in 1959, up 4 percent from the previous year's figure of \$1,110 million. Increases in sales appeared in all classifications: manufacturer-wholesalers, 4 percent; manufacturer-retailers, 2 percent; chocolate manufacturers, 3 percent.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate. In 1957, these respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers; and 100 percent of the sales of chocolate makers. In addition,

detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957. The detailed statistics compiled from these reports will be included in a report entitled "Confectionery Sales and Distribution, 1958" to be issued shortly by Business and Defense Services Administration, Food Industries Division, which cooperated in the survey.

This publication was prepared in the Industry Division under the supervision of Willis K. Jordan, Chief, Foods, Textiles, and Apparel, by Edward A. Robinson, Chief, Foods, and Robert T. O'Reagan, Statistician.

Table 1.--CONFECTIONERY PRODUCTS: MANUFACTURERS' SALES, BY KIND OF BUSINESS, 1957-1959

(In millions)

Kind of business	1959		1958*		1957*	
	Pounds	Value	Pounds	Value	Pounds	Value
TOTAL.....	2,929	1,150	2,821	1,110	2,760	1,050
Manufacturer-wholesalers.....	2,594	924	2,483	890	2,405	837
Manufacturer-retailers.....	88	78	92	76	89	73
Chocolate manufacturers.....	247	148	246	144	266	140

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with two or more outlets.

*Revised.

¹Dollar sales are not completely comparable to estimates shown in the publications for years prior to 1956 or in the monthly Facts for Industry series prior to January 1959. Manufacturer-retailer sales were reported at f.o.b. factory value in this publication but were reported at retail value in earlier years and in the monthly sample survey through December 1958.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 2.--MANUFACTURERS' SALES OF CONFECTIONERY BY MONTHS, 1957-1959

Months	Value (Millions of dollars)		
	1957*	1958*	1959
TOTAL.....	1,050	1,110	1,150
January.....	94	98	106
February.....	87	94	101
March.....	88	86	92
April.....	79	85	86
May.....	65	72	71
June.....	60	68	70
July.....	58	64	65
August.....	72	73	73
September.....	115	125	131
October.....	123	126	126
November.....	113	115	121
December.....	96	104	108

*Revised.

Table 3.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES, BY KIND OF BUSINESS, 1957-1959

Region and State	1959		1958*		1957*	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	2,929,450	1,149,965	2,820,761	1,109,684	2,759,873	1,049,863
Manufacturer-wholesalers.....	2,594,453	924,508	2,482,645	889,465	2,404,420	836,841
Manufacturer-retailers.....	88,234	77,739	92,457	76,128	89,145	73,393
Chocolate manufacturers.....	246,763	147,718	245,659	144,091	266,308	139,629
MANUFACTURERS-WHOLESALEERS						
New England.....	237,000	103,584	249,514	102,512	230,944	94,163
Middle Atlantic.....	692,309	263,806	645,990	262,468	637,115	244,047
New York and New Jersey.....	462,074	161,114	441,168	159,439	416,580	150,441
Pennsylvania.....	230,235	102,692	204,822	103,029	220,535	93,606
East North Central.....	1,123,306	352,280	1,066,642	333,187	1,035,754	316,300
Illinois.....	1,017,637	313,795	969,343	297,741	933,264	279,860
Ohio and Indiana.....	71,969	24,605	62,600	21,042	69,057	22,445
Michigan and Wisconsin.....	33,700	13,880	34,699	14,404	33,433	13,995
West North Central.....	106,540	43,905	95,775	37,676	90,683	35,167
Minnesota, Kansas, South Dakota, Nebraska.....	51,439	25,402	44,708	21,371	45,367	19,986
Iowa and Missouri.....	55,101	18,503	51,067	16,305	45,316	15,181
South Atlantic.....	135,519	47,607	130,402	43,429	116,897	39,536
Maryland, District of Columbia, Virginia, West Virginia, North Carolina and South Carolina.....	64,704	20,020	62,426	18,502	56,184	17,207
Georgia and Florida.....	70,815	27,587	67,976	24,927	60,713	22,329
East South Central (Kentucky, Tennessee, Alabama and Mississippi).....	85,994	22,553	79,781	22,461	80,504	21,364
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	49,242	26,589	49,624	24,987	49,939	22,786
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	18,555	11,025	15,782	9,635	16,944	9,629
Pacific.....	145,988	53,159	149,135	53,110	145,640	53,849
California.....	123,547	42,750	126,350	42,947	125,261	44,156
Washington and Oregon.....	22,441	10,409	22,785	10,163	20,379	9,693

Note: Manufacturer-Retailers include only those with two or more outlet.

*Revised.

Table 4.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF PRODUCT, 1957-1959

3

Type of product	1959			1958*			1957*		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	2,841,216	1,072,226	0.377	2,728,304	1,033,556	0.379	2,670,728	976,470	0.366
Package goods made to retail at:									
\$1.00 or more per pound...	119,583	118,020	0.987	112,522	110,822	0.985	105,019	102,809	0.979
\$0.50 to \$0.99 per pound..	245,367	118,993	0.485	226,177	111,839	0.494	221,082	105,163	0.476
Less than \$0.50 per pound.	658,429	176,081	0.267	611,531	168,967	0.276	584,107	154,401	0.264
Bar goods.....	908,200	370,454	0.408	901,771	363,114	0.403	882,218	340,664	0.386
Bulk goods.....	632,115	180,914	0.286	619,605	179,192	0.289	642,624	183,720	0.286
5¢ and 10¢ specialties.....	277,522	107,764	0.388	256,698	99,622	0.388	235,678	89,713	0.381

Note: The 1958 and 1959 figures are partially estimated and based on reports from 232 large manufacturers which accounted for about 92 percent of the total sales in 1957. Figures for 1957 were compiled from a complete survey of all known confectionery manufacturers.

*Revised.

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CURRENT INDUSTRIAL REPORTS

FOR RELEASE: March 14, 1960

SERIES: M20C(60)-1

CONFECTIONERY (Including Chocolate Products) JANUARY 1960

NOTE: Effective immediately, reports previously published under the general title of "Facts for Industry" will carry the designation "Current Industrial Reports."

Manufacturers sales of confectionery and competitive chocolate products were estimated at 101.9 million in January 1960. This was 10 percent below the sales of December 1959 and 4 percent below sales for January of last year. Sales of manufacturer-wholesalers at \$83.2 million were 4 percent above sales in December 1959 but 6 percent below January 1959. Manufacturer-retailers sales decreased 75 percent from December 1959 level to \$5.6 million but decreased only 1 percent below the level of January of last year. Sales of chocolate manufacturers were 23 percent above December 1959 levels but only 2 percent above January 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for January 1960 poundage and dollar sales were down 9 percent, compared with January 1959. Poundage sales of bar goods, were down 6 percent while poundage sales of package goods retailing above 50 cents were down 15 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers 100 percent of the sales of chocolate manufacturers.

The value reported in tables 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957. However, the annual survey for 1957 (published November 1958) and the monthly figures for 1958 included in this publication are based on f.o.b. values.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and year to date				
	January 1960 (\$1,000)	December 1959 (\$1,000)	January 1959* (\$1,000)	Percent change	
				January 1960 December 1959	January 1960 January 1959
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	101,928	112,724	106,702	-10	--
BY KIND OF BUSINESS:					
Manufacturer-wholesalers.....	83,153	80,186	88,084	+4	-6
Manufacturer-retailers ¹	5,555	21,823	5,637	-75	-1
Chocolate manufacturers.....	13,220	10,715	12,981	+23	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE BY DIVISION AND STATES					
New England.....	10,304	11,398	10,606	-10	-5
Middle Atlantic.....	25,667	19,949	29,435	+29	-13
New York and New Jersey.....	12,127	11,358	14,416	+7	-16
Pennsylvania.....	13,540	8,591	15,019	+58	-10
East North Central.....	29,038	28,810	30,967	+1	-6
Illinois.....	25,380	24,879	27,751	+2	-9
Ohio and Indiana.....	2,179	2,667	1,382	-18	+52
Michigan and Wisconsin.....	1,479	1,264	1,834	+17	-19
West North Central.....	3,739	5,469	3,134	-32	+19
Minnesota, Kansas, South Dakota, and Nebraska.....	2,165	2,811	1,338	-23	+12
Iowa and Missouri.....	1,574	2,658	1,196	-41	+52
South Atlantic.....	3,891	4,021	3,819	-3	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,654	1,816	1,559	-9	+6
Georgia and Florida.....	2,237	2,205	2,260	+1	-1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,576	1,863	1,832	-15	-14
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	3,458	2,583	3,206	+34	+8
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	936	1,407	904	-33	+4
Pacific.....	4,544	4,686	4,181	-3	+9
California.....	3,440	3,448	3,165	(2)	+9
Washington and Oregon.....	1,104	1,238	1,016	-11	+9

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1960			January 1959*			Percent change January 1960 from January 1959	
	Pounds	Value	Average value	Pounds	Value	Average value	Pounds	Value
	(1,000)	(\$1,000)		(1,000)	(\$1,000)			
TOTAL SALES OF SELECTED ESTABLISH- MENTS.....	110,625	48,949	...	122,123	53,805	...	-9	-9
Package goods made to retail at:								
\$1.00 or more per pound.....	6,812	9,242	\$1.357	6,399	8,467	\$1.323	+6	+9
\$0.50 to \$0.99 per pound.....	8,126	4,359	0.536	12,783	7,217	0.565	-36	-40
Less than \$0.50 per pound.....	14,650	3,834	0.262	17,499	4,723	0.270	-16	-13
Bar goods.....	51,599	21,723	0.421	55,177	23,181	0.420	-6	-6
5/8 and 10/16 specialties.....	11,274	5,091	0.452	10,946	4,862	0.444	+3	+5
Bulk goods ²	18,164	4,700	0.259	19,319	5,355	0.277	-6	-12

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: April 8, 1960

SERIES: M20C(60)-2

CONFECTIONERY (Including Chocolate Products) FEBRUARY 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$107.3 million in February 1960. This was 6 percent above the sales of January 1960 and 5 percent above sales for February of last year. Sales of manufacturer wholesalers at \$82.9 million were about the same as sales in January 1960 but 3 percent above February 1959. Manufacturer-retailers sales increased 72 percent from January 1960 level to \$9.5 million and increased 2 percent from the level of February of last year. Sales of chocolate manufacturers were 13 percent above January 1960 levels and 16 percent above February 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1960 poundage and dollar sales were down 4 percent, compared with the same period last year. Poundage sales of bar goods, were down 1 percent while poundage sales of package goods retailing above 50 cents were down 12 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers 100 percent of the sales of chocolate manufacturers.

The value reported in tables 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which are 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	February 1960 (\$1,000)	January 1960 (\$1,000)	February 1959 (\$1,000)	Percent change		Estimated sales year to date	
				February 1960 from January 1960	February 1960 from February 1959	2 months 1960 (\$1,000)	Percent change from 2 months 1959
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	107,297	*101,699	102,460	+6	+5	208,996	(2)
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	82,855	*82,924	80,249	(2)	+3	165,779	-2
Manufacturer-retailers ¹	9,531	5,555	9,384	+72	+2	15,086	(2)
Chocolate manufacturers.....	14,911	13,220	12,827	+13	+16	28,131	+9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	9,083	10,304	8,439	-12	+8	19,387	+2
Middle Atlantic.....	26,713	*25,896	25,315	+3	+6	52,609	-4
New York and New Jersey.....	14,675	*12,351	14,397	+19	+2	27,026	-6
Pennsylvania.....	12,038	*13,545	10,918	-11	+10	25,583	-1
East North Central.....	31,183	*28,891	30,242	+8	+3	60,074	-2
Illinois.....	27,535	*25,379	27,146	+8	+1	52,914	-4
Ohio and Indiana.....	2,291	*2,033	1,728	+13	+33	4,324	+39
Michigan and Wisconsin.....	1,357	1,479	1,368	-8	-1	2,836	-11
West North Central.....	3,381	*3,382	3,342	(2)	+1	6,763	+4
Minnesota, Kansas, South Dakota, and Nebraska.....	1,994	2,165	2,027	-8	-2	4,159	+5
Iowa and Missouri.....	1,387	*1,217	1,315	+14	+5	2,604	+4
South Atlantic.....	3,352	*3,937	3,579	-15	-6	7,289	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,715	*1,642	1,730	+4	-1	3,357	+2
Georgia and Florida.....	1,637	*2,295	1,849	-29	-11	3,932	-4
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi)	1,754	1,576	1,734	+11	+1	3,330	-7
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,339	3,458	2,358	-32	-1	5,797	+4
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	837	936	867	-11	-3	1,773	(2)
Pacific.....	4,213	4,544	4,373	-7	-4	8,757	+2
California.....	3,490	3,440	3,625	+1	-4	6,950	+2
Washington and Oregon.....	723	1,104	748	-35	-3	1,827	+4

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1960			February 1959			First 2 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959	Percent change from 1959	1960	1959	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	117,105	48,022	...	115,511	47,545	...	227,739	237,634	-4	97,169	101,350	-4
Package goods made to retail at:												
\$1.00 or more per pound.....	3,678	3,839	\$1.044	3,764	4,194	\$1.114	10,490	10,163	+3	13,081	12,661	+3
\$0.50 to \$0.99 per pound.....	9,154	4,975	0.543	11,509	6,362	0.553	17,280	24,292	-29	9,334	13,579	-31
Less than \$0.50 per pound.....	17,037	4,493	0.264	19,442	5,063	0.260	31,687	36,941	-14	8,327	9,786	-15
Bar goods.....	57,003	23,945	0.420	54,832	23,120	0.422	108,611	110,009	-1	45,666	46,301	-1
5¢ and 10¢ specialties.....	12,634	5,853	0.463	9,650	4,268	0.442	23,908	20,596	+16	10,944	9,130	+20
Bulk goods ²	17,599	4,917	0.279	16,314	4,538	0.278	35,763	35,633	...	9,817	9,893	-1

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: May 11, 1960

SERIES: M20C(60)-3

CONFECTIONERY (Including Chocolate Products) MARCH 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$104.9 million in March 1960. This was 1 percent below the sales of February 1960 and 14 percent above sales for March of last year. Sales of manufacturer wholesalers at \$85.1 million were 3 percent above sales in February 1960 and 22 percent above March 1959. Manufacturer-retailers sales decreased 25 percent from February 1960 level to \$5.7 million and decreased 42 percent from the level of March of last year. Sales of chocolate manufacturers were 6 percent below February 1960 levels and 18 percent above March 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first three months of 1960 poundage sales were up 1 percent and dollar sales were up 4 percent, compared with the same period last year. Poundage sales of bar goods, were down 1 percent while poundage sales of package goods retailing above 50 cents were up 5 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers 100 percent of the sales of chocolate manufacturers.

The value reported in tables 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	March 1960 (\$1,000)	February 1960* (\$1,000)	March 1959* (\$1,000)	Percent change		Estimated sales year to date	
				March 1960 from February 1960	March 1960 from March 1959	3 months 1960 (\$1,000)	Percent change from 3 months 1959
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	104,890	105,495	91,720	-1	+14	311,521	+5
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	85,104	82,851	70,027	+3	+22	251,015	+6
Manufacturer-retailers ¹	5,706	7,647	9,782	-25	-42	18,126	-18
Chocolate manufacturers.....	14,080	14,997	11,911	-6	+18	42,380	+12
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	8,888	9,083	8,095	-2	+10	28,275	-5
Middle Atlantic.....	25,817	26,509	19,804	-3	+30	78,093	+7
New York and New Jersey.....	14,028	14,603	12,150	-4	+15	40,858	+2
Pennsylvania.....	11,789	11,906	7,654	-1	+54	37,235	+12
East North Central.....	31,796	31,167	25,496	+2	+25	91,854	+6
Illinois.....	27,817	27,526	23,023	+1	+21	80,722	+4
Ohio and Indiana.....	2,891	2,284	1,532	+27	+89	7,208	+63
Michigan and Wisconsin.....	1,088	1,357	941	-20	+16	3,924	-5
West North Central.....	3,595	3,344	3,664	+8	-2	10,538	(2)
Minnesota, Kansas, South Dakota, and Nebraska.....	2,191	1,994	2,220	+10	-1	6,567	(2)
Iowa and Missouri.....	1,404	1,350	1,444	+4	-3	3,971	(2)
South Atlantic.....	4,030	3,503	3,546	+15	+14	11,470	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,885	1,717	1,547	+10	+22	5,244	+8
Georgia and Florida.....	2,145	1,786	1,999	+20	+7	6,226	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi). West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	1,907	1,754	1,738	+9	+10	5,237	-5
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	2,917	2,339	2,493	+25	+17	8,714	+8
Pacific.....	5,201	4,315	4,300	+21	+21	14,108	+8
California.....	4,270	3,592	3,522	+19	+21	11,350	+8
Washington and Oregon.....	931	723	778	+29	+20	2,758	+8

*Revised.

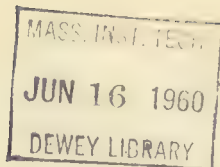
¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1960			March 1959*			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959	Percent change from 1959	1960	1959	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	121,902	49,909	...	105,311	41,920	...	349,901	345,729	+1	147,239	141,723	++
Package goods made to retail at:												
\$1.00 or more per pound.....	4,154	4,792	\$1.154	2,992	3,514	\$1.174	14,644	12,940	+13	17,873	15,308	+12
\$0.50 to \$0.99 per pound.....	9,368	5,119	0.546	6,749	3,694	0.547	26,669	26,591	(3)	14,453	14,492	(3)
Less than \$0.50 per pound.....	19,151	4,982	0.260	14,949	3,955	0.265	50,810	51,650	-2	13,298	13,669	-3
Bar goods.....	58,358	23,982	0.411	56,118	22,062	0.393	166,481	168,596	-1	69,578	67,305	+3
5¢ and 10¢ specialties.....	13,938	6,269	0.450	11,579	5,097	0.440	38,601	37,395	+3	17,455	16,798	++
Bulk goods ²	16,933	4,765	0.281	12,924	3,598	0.278	52,696	48,557	+9	14,582	13,491	+8

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.



CURRENT INDUSTRIAL REPORTS

FOR RELEASE: June 10, 1960

SERIES: M20C(60)-4

CONFECTIONERY (Including Chocolate Products)

APRIL 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$87.3 million in April 1960. This was 17 percent below the sales of March 1960 and 2 percent above sales for April of last year. Sales of manufacturer wholesalers at \$67.4 million were 21 percent below sales in March 1960 and 2 percent below April 1959. Manufacturer-retailers sales increased 88 percent from March 1960 level to \$10.4 million and increased 115 percent from the level of April of last year. Sales of chocolate manufacturers were 34 percent below March 1960 levels and 23 percent below April 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first four months of 1960 poundage sales were down 1 percent and dollar sales were up 1 percent, compared with the same period last year. Poundage sales of bar goods, were down 5 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
				Percent change		Estimated sales year to date	
	April 1960 (\$1,000)	March 1960* (\$1,000)	April 1959* (\$1,000)	April 1960 from March 1960	April 1960 from April 1959	4 months 1960 (\$1,000)	Percent change from 4 months 1959
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	87,325	104,892	85,687	-17	+2	399,475	++
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	67,353	84,812	68,481	-21	-2	318,275	++
Manufacturer-retailers ¹	10,412	5,553	4,843	+88	+115	27,915	++
Chocolate manufacturers.....	9,560	14,527	12,363	-34	-23	53,285	++
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	6,941	8,887	7,266	-22	-4	35,245	+3
Middle Atlantic.....	19,917	25,364	21,026	-21	-5	97,615	+4
New York and New Jersey.....	11,858	13,947	13,228	-15	-11	52,496	-2
Pennsylvania.....	8,079	11,417	7,798	-29	+4	45,119	+10
East North Central.....	24,514	31,691	24,937	-23	-2	116,212	+4
Illinois.....	21,482	27,744	22,722	-23	-5	102,139	+1
Ohio and Indiana.....	2,165	2,891	1,345	-25	+61	9,373	+62
Michigan and Wisconsin.....	867	1,056	870	-18	(2)	4,700	-6
West North Central.....	3,596	3,846	3,110	-7	+16	14,550	+6
Minnesota, Kansas, South Dakota, and Nebraska.....	2,209	2,442	1,886	-10	+17	9,221	+9
Iowa and Missouri.....	1,387	1,404	1,224	-1	+13	5,329	+3
South Atlantic.....	3,652	4,030	3,543	-9	+3	15,064	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,501	1,885	1,469	-20	+2	6,745	+7
Georgia and Florida.....	2,151	2,145	2,074	(2)	+4	8,319	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,519	1,907	1,732	-20	-12	6,756	-7
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,406	2,933	2,041	-18	+18	11,191	+11
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	942	953	873	-1	+8	3,668	+4
Pacific.....	3,866	5,201	3,953	-26	-2	17,974	+6
California.....	3,190	4,270	3,298	-25	-3	14,546	+6
Washington and Oregon.....	670	931	655	-28	+2	3,428	+7

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1960			April 1959*			First 4 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959	Percent change from 1959	1960	1959	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	98,718	39,056	...	109,733	43,432	...	450,362	455,462	-1	186,604	185,155	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	3,748	4,245	\$1.135	3,217	3,719	\$1.156	18,208	16,157	+13	21,703	19,687	+10
\$0.50 to \$0.99 per pound.....	7,371	3,910	0.530	7,241	3,253	0.553	34,563	33,352	+2	18,710	18,350	+2
Less than \$0.50 per pound.....	17,347	4,475	0.258	17,217	4,408	0.268	68,898	68,867	(3)	17,890	18,277	-2
Bar goods.....	44,082	17,290	0.392	55,248	21,201	0.398	210,373	221,844	-5	86,666	88,506	-2
5 ¢ and 10 ¢ specialties.....	11,741	5,252	0.447	13,531	5,927	0.438	50,618	50,926	-1	22,899	22,725	+1
Bulk goods ²	14,429	3,884	0.269	15,279	4,119	0.270	67,702	63,836	+6	18,736	17,610	+6

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: July 6, 1960

SERIES: M20C(60)-5

CONFECTIONERY (Including Chocolate Products)

MAY 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$72.8 million in May 1960. This was 17 percent below the sales of April 1960 and 2 percent above sales for May of last year. Sales of manufacturer wholesalers at \$59.5 million were 12 percent below sales in April 1960 and 1 percent above May 1959. Manufacturer-retailers sales decreased 53 percent from April 1960 level to \$4.9 million and increased 2 percent from the level of May of last year. Sales of chocolate manufacturers were 12 percent below April 1960 levels and 12 percent above May 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first five months of 1960 poundage sales were down 1 percent but dollar sales were up 1 percent, compared with the same period last year. Poundage sales of bar goods were down 5 percent while poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.

Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	May 1960	April 1960	May 1959*	Percent change		Estimated sales year to date	
				May 1960 from April 1960	May 1960 from May 1959	5 months 1960 (\$1,000)	Percent change from 1959
	(\$1,000)	(\$1,000)	(\$1,000)				
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	72,849	*87,295	71,142	-17	-1	471,320	-
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	59,492	*67,302	58,801	-12	+1	370,700	-5
Manufacturer-retailers ¹	4,902	*10,433	4,783	-53	+1	28,499	-
Chocolate manufacturers.....	8,455	9,560	7,558	-12	+1	52,121	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	5,238	*6,942	5,643	-25	-1	34,454	-1
Middle Atlantic.....	18,014	*19,885	17,005	-9	+6	114,667	+3
New York and New Jersey.....	11,693	*11,806	11,189	-1	+5	62,337	-2
Pennsylvania.....	6,321	8,079	5,816	-28	+9	51,440	+10
East North Central.....	23,106	*24,507	23,360	-6	-1	139,267	+3
Illinois.....	20,520	*21,475	21,319	-	-1	120,100	2
Ohio and Indiana.....	1,869	2,165	1,258	-1	+9	11,242	-5
Michigan and Wisconsin.....	717	867	783	-17	+5	5,418	-7
West North Central.....	2,558	3,596	2,460	-24	-1	17,108	+6
Minnesota, Kansas, South Dakota, and Nebraska.....	1,470	2,209	1,355	-33	+7	10,691	+9
Iowa and Missouri.....	1,088	1,387	1,105	-22	-1	6,417	+2
South Atlantic.....	3,204	*3,638	3,377	-12	-5	18,100	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,414	*1,487	1,521	-6	-7	7,100	-1
Georgia and Florida.....	1,790	2,151	1,856	-17	-4	10,109	2
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,432	1,519	1,502	-6	-5	7,200	-7
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	1,674	2,406	1,337	-30	+25	12,865	-13
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	711	942	717	-25	-1	4,470	+3
Pacific.....	3,555	*3,867	3,400	-4	+5	21,530	+6
California.....	2,900	*3,197	2,804	-9	+3	17,447	+5
Washington and Oregon.....	655	670	596	-2	+10	4,083	-1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	May 1960			May 1960			First 5 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959	Percent change from 1959	1960	1959	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	91,265	34,619	...	93,615	34,473	...	541,027	543,077	-1	2,111,153	219,628	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	1,748	1,794	\$1.026	1,659	1,691	\$1.019	19,956	17,816	+12	104,000	11,000	+10
\$0.50 to \$0.99 per pound.....	6,561	3,432	0.523	5,647	2,905	0.514	41,124	37,400	+4	22,142	21,255	-
Less than \$0.50 per pound.....	15,338	3,961	0.258	17,262	4,486	0.260	84,236	86,129	-2	21,851	20,000	-
Bar goods.....	41,665	16,261	0.390	44,021	16,389	0.372	252,036	265,865	-5	102,927	104,895	-
5/8 and 10/8 specialties.....	12,357	5,475	0.443	12,670	5,493	0.434	62,975	60,000	-1	28,500	28,218	+1
Bulk goods ²	15,598	3,696	0.272	12,556	3,509	0.284	81,300	76,192	+7	22,432	21,119	-

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: September 9, 1960

SERIES: M20C(60)-7

CONFECTIONERY (Including Chocolate Products)

JULY 1960

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$60.9 million in July 1960. This was 20 percent below the sales of June 1960 and 7 percent below sales for July of last year. Sales of manufacturer-wholesalers at \$49.8 million were 21 percent below sales in June 1960 and 8 percent below July 1959. Manufacturer-retailers sales decreased 9 percent from June 1960 level to \$4.0 million but increased 3 percent from the level of July of last year. Sales of chocolate manufacturers were 21 percent below June 1960 level and 2 percent below July 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1960 poundage sales were up 1 percent and dollar sales were up 1 percent, compared with the same period last year. Poundage sales of bar goods remained unchanged while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	July 1960	June 1960	July 1959*	Percent change		Estimated sales year to date	
				July 1960 from June 1960	July 1960 from July 1959	7 months 1960	Percent change from 7 months 1959
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	60,936	*76,111	65,215	-20	-7	608,113	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	4,761	*62,614	53,997	-11	-8	489,171	-3
Manufacturer-retailers ¹	3,995	4,404	3,880	-2	+3	40,929	+4
Chocolate manufacturers.....	7,180	9,093	7,538	-21	-2	78,013	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	4,279	5,610	5,016	-24	-15	50,373	(2)
Middle Atlantic.....	13,591	*19,656	15,680	-31	-13	147,956	+3
New York and New Jersey.....	9,300	*13,402	11,357	-31	-18	85,929	-1
Pennsylvania.....	4,291	*6,254	4,323	-31	-1	62,027	+10
East North Central.....	21,110	*24,325	21,916	-13	-4	184,709	+2
Illinois.....	18,999	*21,801	19,915	-13	-5	163,415	(2)
Ohio and Indiana.....	1,550	1,781	1,440	-13	+8	14,573	+52
Michigan and Wisconsin.....	561	743	561	-24	...	6,721	-5
West North Central.....	2,088	2,664	2,111	-22	-1	21,860	+5
Minnesota, Kansas, South Dakota, and Nebraska.....	1,156	1,514	1,171	-24	-1	13,361	+7
Iowa and Missouri.....	932	1,150	940	-19	-1	8,499	+3
South Atlantic.....	2,919	3,070	3,056	-5	-4	24,246	(2)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,167	1,385	1,299	-16	-10	10,702	+1
Georgia and Florida.....	1,752	1,685	1,757	+4	(2)	13,546	-1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,227	1,483	1,436	-17	-15	10,898	-6
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	1,214	1,354	1,168	-10	+4	15,433	+11
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	471	675	588	-30	-20	5,525	(2)
Pacific.....	2,862	3,777	3,026	-24	-5	28,169	+4
California.....	2,351	3,150	2,476	-26	-6	22,928	+3
Washington and Oregon.....	511	627	550	-15	-3	5,241	+7

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1960			July 1959*			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	86,766	29,437	...	86,766	32,611	...	718,986	710,039	+1	287,734	286,270	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	988	918	\$0.929	953	950	\$0.997	22,313	20,025	+11	25,742	23,607	+9
\$0.50 to \$0.99 per pound.....	6,400	2,791	0.511	6,391	3,395	0.531	53,746	51,818	+4	28,661	27,785	+3
Less than \$0.50 per pound....	12,698	3,352	0.264	15,602	4,056	0.260	113,642	118,253	-4	89,503	91,855	-6
Bar goods.....	36,484	14,013	0.384	38,253	14,177	0.396	330,786	320,570	(2)	133,047	136,697	-2
7 and 1/2 specialties.....	11,336	4,421	0.434	11,731	5,111	0.436	89,932	89,305	+1	31,233	39,461	+2
Bulk goods ²	12,901	3,435	0.266	12,831	3,404	0.265	108,517	101,268	+7	29,588	27,487	+8

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: October 13, 1960

SERIES: M20C(60)-8

CONFECTIONERY (Including Chocolate Products)

AUGUST 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$83.2 million in August 1960. This was 37 percent above the sales of July 1960 and 14 percent above sales for August of last year. Sales of manufacturer-wholesalers at \$66.0 million were 33 percent above sales in July 1960 and 13 percent above August 1959. Manufacturer-retailers sales increased 7 percent from the July 1960 level of \$4.0 million and increased 12 percent from the level of August of last year. Sales of chocolate manufacturers were 81 percent above the July 1960 level and 21 percent above August 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eight months of 1960 poundage sales were up 3 percent and dollar sales were up 2 percent, compared with the same period last year. Poundage sales of bar goods were up 1 percent while poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	August 1960 (\$1,000)	July 1960 (\$1,000)	August 1959* (\$1,000)	Percent change		Estimated sales year to date	
				August 1960 from July 1960	August 1960 from August 1959	8 months 1960 (\$1,000)	Percent change from 8 months 1959
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	83,285	*60,664	72,949	+37	+14	691,595	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	66,045	*49,489	58,371	+33	+13	555,413	+4
Manufacturer-retailers ¹	4,279	3,995	3,837	+7	+12	45,208	+4
Chocolate manufacturers.....	12,961	7,180	10,741	+81	+21	90,974	+8
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	7,341	4,279	6,047	+72	+21	57,714	+2
Middle Atlantic.....	19,894	*13,583	16,257	+46	+22	167,842	+5
New York and New Jersey.....	13,547	9,300	10,959	+46	+24	99,476	+2
Pennsylvania.....	6,347	*4,283	5,298	+48	+20	68,366	+11
East North Central.....	24,783	*20,912	23,515	+19	+5	209,763	+3
Illinois.....	22,152	*18,801	21,249	+18	+4	185,838	+1
Ohio and Indiana.....	1,798	1,550	1,450	+16	+24	16,371	+48
Michigan and Wisconsin.....	833	561	816	+48	+2	7,554	-5
West North Central.....	2,890	2,088	2,478	+38	+17	24,750	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	1,564	1,156	1,266	+35	+24	14,925	+9
Iowa and Missouri.....	1,326	932	1,212	+42	+9	9,825	+3
South Atlantic.....	3,510	2,919	3,281	+20	+7	27,758	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,400	1,167	1,386	+20	+1	12,102	+1
Georgia and Florida.....	2,110	1,752	1,895	+20	+11	15,656	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi).....	1,514	1,227	1,451	+23	+4	12,412	-5
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	1,596	*1,148	1,179	+22	+18	16,763	+11
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	623	471	662	+32	-6	6,148	-1
Pacific.....	4,094	2,862	3,501	+43	+17	32,263	+5
California.....	3,208	2,331	2,884	+38	+11	26,136	+4
Washington and Oregon.....	886	531	617	+67	+44	6,127	+11

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1960			August 1959*			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	107,922	41,547	...	96,554	36,796	...	826,882	806,593	+3	329,278	323,066	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	1,859	1,768	\$.951	1,446	1,467	\$1.010	24,146	21,471	+12	27,510	25,074	+10
\$0.50 to \$0.99 per pound.....	8,540	4,316	.505	6,001	3,230	.538	62,286	57,819	+8	32,977	31,015	+6
Less than \$0.50 per pound....	15,906	4,265	.268	17,285	4,460	.258	129,598	135,538	-4	33,768	35,693	-5
Bar goods.....	47,393	19,218	.406	44,544	18,614	.418	378,179	373,914	+1	153,172	155,311	-1
5¢ and 10¢ specialties.....	14,887	6,556	.440	11,700	4,967	.425	104,819	101,005	+4	46,839	44,428	+5
Bulk goods ²	19,337	5,424	.280	15,578	4,058	.260	127,854	116,846	+9	35,012	31,545	+11

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: November 9, 1960

SERIES: M20C(60)-9

CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$132.6 million in September 1960. This was 59 percent above the sales of August 1960 and 2 percent above sales for September of last year. Sales of manufacturer-wholesalers at \$106.2 million were 4 percent above sales in August 1960 and 2 percent above September 1959. Manufacturer-retailers sales increased 13 percent from the August 1960 level of \$4.3 million and increased 9 percent from the level of September of last year. Sales of chocolate manufacturers were 66 percent above the August 1960 level but were 3 percent below September 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first nine months of 1960 both poundage and dollar sales were up 2 percent, compared with the same period last year. Poundage sales of bar goods were up 2 percent while poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	Sept. 1960	Aug. 1960	Sept. 1960	Percent change		Estimated sales year to date	
				Sept. 1960 from Aug. 1960	Sept. 1960 from Sept. 1959	9 months 1960 (\$1,000)	Percent change from 9 months 1959
	(\$1,000)	(\$1,000)	(\$1,000)				
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	132,600	*83,402	130,594	+59	+2	824,312	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	106,222	*66,162	103,991	+61	+2	661,752	+3
Manufacturer-retailers ¹	4,847	4,279	4,438	+13	+9	50,055	+5
Chocolate manufacturers.....	21,531	12,961	22,165	+66	-3	112,505	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	13,500	7,341	12,063	+84	+12	71,214	++
Middle Atlantic.....	31,627	19,894	30,667	+59	+3	199,469	+5
New York and New Jersey.....	20,039	13,547	19,808	+48	+1	119,515	+2
Pennsylvania.....	11,588	6,347	10,859	+83	+7	79,954	+10
East North Central.....	42,208	*24,900	42,826	+70	-1	252,088	+2
Illinois.....	38,176	*22,269	38,040	+71	(²)	224,131	+1
Ohio and Indiana.....	2,795	1,798	3,369	+55	-17	19,166	+33
Michigan and Wisconsin.....	1,237	833	1,417	+48	-13	8,791	-6
West North Central.....	3,833	2,890	3,862	+33	-1	28,583	+6
Minnesota, Kansas, South Dakota, and Nebraska.....	2,221	1,564	1,994	+42	+11	17,146	+9
Iowa and Missouri.....	1,612	1,326	1,868	+22	-14	11,437	+1
South Atlantic.....	4,337	3,510	4,228	+24	+3	32,095	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,783	1,400	1,693	+27	+5	13,885	+2
Georgia and Florida.....	2,554	2,110	2,535	+21	+1	18,210	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi). West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,257	1,514	2,109	+49	+7	14,669	-3
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	2,361	1,396	2,231	+69	+6	19,124	+11
	964	623	939	+55	+3	7,112	(²)
Pacific.....	5,135	4,094	5,066	+25	+1	37,398	+5
California.....	3,885	3,208	3,931	+21	-1	50,021	+3
Washington and Oregon.....	1,250	886	1,135	+41	+10	7,377	+11

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

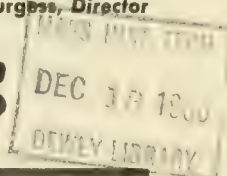
Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1960			September 1959*			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	160,661	66,938	...	157,229	66,751	...	987,571	963,822	+2	396,225	389,817	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	6,132	6,107	\$0.996	5,445	5,569	\$1.023	30,278	26,916	+12	33,617	30,643	+10
\$0.50 to \$0.99 per pound.....	20,126	10,123	0.503	19,414	10,255	0.528	82,412	77,233	+7	43,100	41,270	+4
Less than \$0.50 per pound.....	25,457	7,318	0.287	28,163	7,867	0.279	155,083	163,701	-5	41,089	43,560	-6
Bar goods.....	69,172	28,824	0.417	66,522	29,220	0.439	447,351	440,436	+2	182,002	184,531	-1
5¢ and 10¢ specialties.....	15,528	6,978	0.449	15,460	6,919	0.448	120,347	116,465	+3	53,817	51,347	+5
Bulk goods ²	24,246	7,588	0.313	22,225	6,921	0.311	152,100	139,071	+9	42,600	38,466	+11

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS



FOR RELEASE: December 9, 1960

SERIES: M20C(60)-10

CONFECTIONERY (Including Chocolate Products)

OCTOBER 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$127.6 million in October 1960. This was 5 percent below the sales of September 1960 and 1 percent above sales for October of last year. Sales of manufacturer-wholesalers at \$103.1 million were 4 percent below sales in September 1960 but were approximately the same as October 1959. Manufacturer-retailers sales increased 24 percent from the September 1960 level of \$4.8 million but decreased 1 percent from the level of October of last year. Sales of chocolate manufacturers were 14 percent below the September 1960 level but were 8 percent above October 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first ten months of 1960 poundage sales were up 2 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were up 2 percent while poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	Oct. 1960	Sept. 1960	Oct. 1959*	Percent change		Estimated sales year to date	
				Oct. 1960 from Sept. 1960	Oct. 1960 from Oct. 1959	10 months from 1960	Percent change from 10 months 1959
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	127,576	*133,680	126,538	-5	+1	952,968	++
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	103,097	*107,302	103,390	-4	(2)	765,929	+3
Manufacturer-retailers ¹	6,003	4,847	6,077	+24	-1	56,058	+4
Chocolate manufacturers.....	18,476	21,531	17,071	-14	+6	130,981	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	12,256	13,500	11,962	-9	+2	83,470	++
Middle Atlantic.....	28,740	*32,675	26,447	-12	+9	229,257	+6
New York and New Jersey.....	17,748	20,039	16,585	-11	+7	137,263	+2
Pennsylvania.....	10,992	*12,636	9,862	-13	+11	91,994	+12
East North Central.....	40,004	*42,240	41,565	-5	-4	292,124	+1
Illinois.....	34,497	*38,208	36,472	-10	-5	258,660	(2)
Ohio and Indiana.....	4,097	2,795	3,559	+47	+15	23,263	+29
Michigan and Wisconsin.....	1,410	1,237	1,534	+14	-8	10,201	-6
West North Central.....	4,276	3,833	4,483	+12	-5	32,859	+4
Minnesota, Kansas, South Dakota, and Nebraska.....	2,400	2,221	2,453	+8	-2	19,546	+8
Iowa and Missouri.....	1,876	1,612	2,030	+16	-8	15,313	-1
South Atlantic.....	5,733	4,337	5,492	+32	+4	37,828	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,342	1,783	2,230	+31	+5	16,227	+2
Georgia and Florida.....	3,391	2,554	3,262	+33	+4	21,601	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi)	2,607	2,257	2,959	+16	-12	17,276	-5
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas).....	2,995	2,361	2,824	+27	+6	22,119	+10
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	980	964	1,028	+2	-5	8,092	-1
Pacific.....	5,506	5,135	6,630	+7	-17	42,504	+1
California.....	4,407	3,885	5,561	+13	-21	35,426	(2)
Washington and Oregon.....	1,099	1,250	1,069	-12	+3	8,078	+9

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1960			October 1959*			First 10 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average Value	Pounds (1,000)	Value (\$1,000)	Average Value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS...	144,859	59,559	...	144,277	60,059	...	1,132,430	1,108,099	+2	455,012	449,876	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	5,643	5,463	\$0.950	4,551	4,522	\$1.009	44,921	31,567	+14	38,980	35,335	+10
\$0.50 to \$0.99 per pound.....	19,447	9,935	0.511	19,568	10,165	0.519	101,859	96,801	+5	52,125	51,420	+3
Less than \$0.50 per pound.....	21,337	5,924	0.278	24,744	7,211	0.293	100,120	188,445	-4	47,030	30,801	-
Bar goods.....	59,366	24,753	0.417	56,405	24,492	0.428	100,717	40,121	+2	206,766	208,923	-1
5g and 10g specialties.....	14,637	6,628	0.453	14,663	6,694	0.457	134,984	131,128	+3	60,446	58,041	-4
Bulk goods ²	24,429	6,955	0.285	23,686	6,875	0.290	176,529	162,757	+8	49,555	45,541	+9

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

MASS. INST. TECH.
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FOR RELEASE: January 10, 1961

SERIES: M20C(60)-11

CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$126.6 million in November 1960. This was 1 percent below the sales of October 1960 and 4 percent above sales for November of last year. Sales of manufacturer-wholesalers at \$105.2 million were 2 percent above sales in October 1960 and 4 percent above November 1959. Manufacturer-retailers sales increased 22 percent from the October 1960 level of \$6.0 million and increased 8 percent from the level of November of last year. Sales of chocolate manufacturers were 24 percent below the October 1960 level but were 6 percent above November 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eleven months of 1960 poundage sales were up 3 percent and dollar sales were up 2 percent compared with the same period last year. Poundage sales of bar goods were up 2 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	Nov. 1960	Oct. 1960	Nov. 1959*	Percent change		Estimated sales year to date	
				Nov. 1960 from Oct. 1960	Nov. 1960 Nov. 1959	11 months 1960	Percent change from 11 months 1959
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	126,589	*127,429	121,283	-	-	1,076,471	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	105,182	*103,010	101,268	+2	++	871,024	+3
Manufacturer-retailers ¹	7,294	6,003	6,753	+22	+	53,351	+5
Chocolate manufacturers.....	14,113	12,476	13,262	-24	+	145,994	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	11,928	12,256	11,868	-3	+1	95,398	+3
Middle Atlantic.....	29,650	28,740	27,424	+3	+8	247,947	+6
New York and New Jersey.....	16,268	17,748	15,567	-8	+5	147,381	+2
Pennsylvania.....	13,382	10,992	11,357	+22	+13	105,476	+12
East North Central.....	36,333	*39,915	35,364	-9	+3	328,368	+1
Illinois.....	31,086	*34,400	29,561	-10	+5	287,157	(2)
Ohio and Indiana.....	3,777	4,097	4,098	-10	-10	32,371	+22
Michigan and Wisconsin.....	1,540	1,410	1,705	+9	-12	11,741	-7
West North Central.....	6,357	4,276	6,377	+49	(2)	39,216	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	3,729	2,400	3,424	+55	-5	27,270	+5
Iowa and Missouri.....	2,628	1,876	2,453	+40	+7	15,941	+1
South Atlantic.....	6,688	*5,735	6,315	+17	+6	44,518	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,571	*2,345	2,308	+10	+11	18,801	+3
Georgia and Florida.....	4,117	*3,390	4,007	+21	+3	25,717	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi)	2,593	2,607	2,532	-1	+2	19,869	-1
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas)....	4,045	2,995	3,891	+35	+4	26,164	+9
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,527	980	1,463	+56	+4	9,619	(2)
Pacific.....	6,061	5,506	6,034	+10	(2)	48,365	+1
California.....	4,526	4,407	4,605	+3	-2	38,354	-1
Washington and Oregon.....	1,535	1,099	1,429	+40	+7	10,011	+9

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

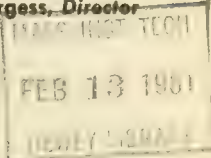
Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1960			November 1959*			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS..	132,218	57,339	...	124,258	54,360	...	1,264,648	1,232,357	+3	\$13,127	\$104,200	+1
Package goods made to retail at:												
\$1.00 or more per pound	9,703	10,436	\$1.076	8,618	9,371	\$1.087	45,624	40,185	+14	49,416	44,706	+11
\$0.50 to \$0.99 per pound.....	17,205	8,831	0.513	17,681	9,411	0.532	119,064	114,482	+4	61,866	60,846	+2
Less than \$0.50 per pound.....	23,952	6,752	0.282	21,790	9,965	0.278	200,372	210,235	-	55,704	56,866	-5
Bar goods.....	49,229	20,079	0.408	47,250	19,653	0.416	555,946	544,051	+2	226,824	228,576	-1
5¢ and 10¢ specialties...	12,186	5,505	0.457	10,062	4,456	0.443	107,178	141,190	+4	66,010	62,497	+6
Bulk goods ²	19,943	5,676	0.285	18,857	5,404	0.287	196,472	181,614	+8	58,302	51,100	+12

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS



FOR RELEASE: February 7, 1961

SERIES: M20C(60)-12

CONFECTIONERY (Including Chocolate Products)

DECEMBER 1960

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$109.2 million in December 1960. This was 14 percent below the sales of November 1960 and 1 percent above sales for December of last year. Sales of manufacturer-wholesalers at \$80.2 million were 23 percent below sales in November 1960 and were approximately the same as December 1959. Manufacturer-retailers sales increased 129 percent from the November 1960 level of \$7.3 million but decreased 3 percent from the level of December of last year. Sales of chocolate manufacturers were 13 percent below the November 1960 level but were 12 percent above December 1959.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the twelve months of 1960 poundage sales were up 3 percent and dollar sales were up 2 percent compared with the same period last year. Poundage sales of bar goods were up 2 percent while poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse side, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	Dec. 1960	Nov. 1960	Dec. 1959*	Percent change		Estimated sales year to date	
				Dec. 1960 from Nov. 1960	Dec. 1960 from Dec. 1959	12 months from 1960 (\$1,000)	Percent change from 12 months 1959
	(\$1,000)	(\$1,000)	(\$1,000)				
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	109,201	*126,674	108,439	-14	+1	1,188,771	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	80,192	*105,266	80,233	-23	(²)	951,315	+3
Manufacturer-retailers ¹	16,679	7,295	17,151	+129	-3	80,032	+3
Chocolate manufacturers.....	12,330	14,113	11,055	-13	+12	157,424	+7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	11,297	*11,986	11,158	-6	+1	106,753	+3
Middle Atlantic.....	19,814	*29,656	19,706	-33	+1	278,727	+6
New York and New Jersey.....	11,163	16,268	11,248	-31	-1	164,694	+2
Pennsylvania.....	8,651	*13,388	8,458	-35	+2	114,033	+11
East North Central.....	28,934	36,272	28,689	-20	+1	357,256	+1
Illinois.....	23,901	31,025	24,883	-23	-4	313,512	(²)
Ohio and Indiana.....	3,715	3,707	2,542	(²)	+46	30,685	+25
Michigan and Wisconsin.....	1,318	1,540	1,264	-14	+4	13,059	-6
West North Central.....	4,636	6,357	5,965	-27	-22	43,852	(²)
Minnesota, Kansas, South Dakota, and Nebraska.....	2,679	3,729	3,307	-28	-19	25,954	+2
Iowa and Missouri.....	1,957	2,628	2,658	-26	-26	17,898	-3
South Atlantic.....	3,845	6,688	4,050	-43	-5	48,363	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,797	2,571	1,816	-30	-1	20,598	+3
Georgia and Florida.....	2,048	4,117	2,234	-50	-8	27,765	+1
East South Central: (Kentucky, Tennessee, Alabama, and Mississippi)	1,793	2,593	1,863	-31	-4	21,662	-4
West South Central: (Arkansas, Louisiana, Oklahoma, and Texas)....	2,569	4,046	2,583	-37	-1	28,734	+8
Mountain: (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,639	1,623	1,407	+1	+16	11,554	+3
Pacific.....	5,665	6,045	4,812	-6	+18	54,614	+3
California.....	4,484	4,511	3,574	-1	+25	43,423	+2
Washington and Oregon.....	1,181	1,534	1,238	-23	-5	11,191	+8

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1960			December 1959*			12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1960	1959*	Percent change from 1959	1960	1959*	Percent change from 1959
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	106,104	44,798	...	100,396	42,572	...	1,370,752	1,332,753	+3	557,921	546,808	+2
Package goods made to retail at:												
\$1.00 or more per pound...	6,566	7,130	\$1.086	6,298	6,741	\$1.070	52,190	46,483	+12	56,546	51,447	+10
\$0.50 to \$0.99 per pound..	9,790	5,045	0.515	8,545	4,569	0.535	128,854	123,027	+5	66,911	65,415	+2
Less than \$0.50 per pound..	15,247	4,054	0.265	14,098	3,759	0.267	215,619	224,333	-4	57,810	60,625	-5
Bar goods.....	45,324	18,497	0.408	43,337	17,876	0.412	601,270	587,988	+2	245,321	246,452	-1
5¢ and 10¢ specialties.....	11,786	5,309	0.450	11,035	4,945	0.448	158,956	152,225	+4	71,519	67,442	+6
Bulk goods ²	17,391	4,783	0.275	17,083	4,682	0.274	213,863	198,697	+8	60,014	55,427	+8

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: May 31, 1961

SERIES: M20C(60)-13

CONFECTIONERY (Including Chocolate Products)

SUMMARY FOR 1960

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,204 million in 1960, up 5 percent from the previous year's figure of \$1,150 million. Increases in sales appeared in all classifications: Manufacturer-wholesalers, 4 percent; manufacturer-retailers, 4 percent; chocolate manufacturers, 8 percent.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate. In 1957, these respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers, and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by

class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957. The detailed statistics compiled from these reports will be included in a report entitled "Confectionery Sales and Distribution, 1960" to be issued shortly by Business and Defense Services Administration, Food Industries Division, which cooperated in the survey.

Any inquiries concerning these statistics should be addressed to the U. S. Department of Commerce, Bureau of the Census, Industry Division, Washington 25, D. C.

This publication was prepared in the Industry Division under the supervision of Willis K. Jordan, Chief, Foods, Textiles, and Apparel, by Edward A. Robinson, Chief, Foods, and Robert T. O'Reagan, Statistician.

Table 1.--CONFECTIONERY PRODUCTS: MANUFACTURERS' SALES, BY KIND OF BUSINESS, 1958-1960

(In millions)

Kind of business	1960		1959*		1958	
	Pounds	Value	Pounds	Value	Pounds	Value
TOTAL.....	3,003	1,204	2,929	1,150	2,821	1,110
Manufacturer-wholesalers.....	2,634	964	2,594	924	2,483	890
Manufacturer-retailers.....	89	81	88	178	92	176
Chocolate manufacturers.....	280	159	247	148	246	144

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

*Revised.

Prepared by the Bureau of the Census, Industry Division, Foods

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 2.--MANUFACTURERS' SALES OF CONFECTIONERY BY MONTH, 1958-1960

Month	Value (millions of dollars)		
	1960	1959	1958
TOTAL.....	1,250	1,150	1,110
January.....	102	100	90
February.....	107	101	90
March.....	107	92	86
April.....	89	86	85
May.....	7	12	10
June.....	7	7	10
July.....	62	55	50
August.....	64	52	73
September.....	135	121	120
October.....	126	120	126
November.....	128	121	115
December.....	110	108	100

Table 3.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES, BY KIND OF BUSINESS, 1958-1960

Division and State	1960		1959		1958	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,003,488	1,203,564	2,929,247	1,149,867	2,820,761	1,109,684
Manufacturer-wholesalers.....	2,633,876	963,097	2,594,250	924,410	2,462,047	889,465
Manufacturer-retailers.....	89,475	80,783	88,234	77,739	80,447	70,120
Chocolate manufacturers.....	280,137	158,884	246,763	147,717	245,659	144,041
MANUFACTURER-WHOLESALEERS						
New England.....	251,333	104,644	240,107	103,486	249,514	102,512
Middle Atlantic.....	706,490	283,403	692,309	263,806	645,990	262,465
New York and New Jersey.....	456,555	166,189	462,074	161,114	441,168	159,439
Pennsylvania.....	250,135	117,214	230,235	102,692	204,822	103,029
East North Central.....	1,142,884	364,506	1,123,306	352,280	1,066,642	335,127
Illinois.....	1,024,295	321,519	1,017,637	314,704	970,704	307,121
Ohio and Indiana.....	87,677	29,088	71,360	24,605	62,600	21,042
Michigan and Wisconsin.....	50,912	12,050	35,309	13,880	33,338	14,404
West North Central.....	100,441	40,000	106,540	42,400	95,775	37,600
Minnesota, Kansas, South Dakota, and Nebraska.....	50,555	26,983	51,450	25,402	44,708	22,321
Iowa and Missouri.....	53,896	18,873	55,101	18,503	51,067	15,279
South Atlantic.....	126,802	49,272	135,510	47,607	130,400	45,400
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	53,262	20,598	64,704	20,020	62,426	17,100
Georgia and Florida.....	73,540	28,674	70,815	27,587	67,976	28,300
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	86,750	21,444	86,424	22,553	79,781	22,461
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	50,485	28,727	49,242	26,589	49,624	24,400
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	18,566	11,354	18,555	11,025	17,700	9,800
Pacific.....	148,128	54,691	145,988	53,159	149,135	50,110
California.....	124,484	43,797	123,547	42,750	126,350	42,947
Washington and Oregon.....	23,644	10,894	22,441	10,409	22,785	10,163

Note: Manufacturer-retailers include only those with 2 or more outlets.

*Revised.

Table 4.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF PRODUCT, 1958-1960

5

Type of product	1960			1959*			1958		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	2,914,013	1,122,781	0.385	2,841,013	1,072,128	0.377	2,728,304	1,033,556	0.379
Package goods made to retail at--									
\$1.00 or more per pound....	129,460	130,625	1.009	119,583	118,020	0.987	112,522	110,822	0.985
\$0.50 to \$0.99 per pound...	255,484	122,377	0.479	243,485	118,993	0.489	226,177	111,839	0.494
Less than \$0.50 per pound..	638,593	172,420	0.270	636,413	170,656	0.268	611,531	168,967	0.276
Bar goods.....	740,942	386,727	0.411	908,090	370,454	0.408	901,771	363,114	0.403
Bulk goods ¹	677,278	199,797	0.295	655,880	186,872	0.285	619,605	179,192	0.289
5¢ and 10¢ specialties.....	272,256	110,835	0.407	277,562	107,113	0.386	256,698	99,622	0.388

Note: The 1958, 1959 and 1960 figures are partially estimated and based on reports from 232 large manufacturers which accounted for about 92 percent of the total sales in 1957.

*Revised.

¹Includes penny goods.

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MAR 20 1961

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: March 14, 1961

SERIES: M20C(61)-1

CONFECTIONERY (Including Chocolate Products)

JANUARY 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$106.1 million in January 1961. This was 3 percent below the sales of December 1960 but 4 percent above sales for January of last year. Sales of manufacturer-wholesalers at \$86.6 million were 9 percent above sales in December 1960 and were 4 percent above sales in January 1960. Manufacturer-retailers sales decreased 74 percent from the December 1960 level of \$16.7 million and decreased 3 percent from the level of January of last year. Sales of chocolate manufacturers were 23 percent above the December 1960 level and were 10 percent above January 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for January 1961, poundage sales were up 9 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were up 7 percent while poundage sales of package goods retailing above 50 cents were up 10 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons				
	January 1961 (\$1,000)	December 1960 (\$1,000)	January* 1960 (\$1,000)	Percent change	
				January 1961 from December 1960	January 1961 from January 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	106,107	*108,795	101,775	-3	++
BY KIND OF BUSINESS:					
Manufacturer-wholesalers.....	86,633	*79,780	83,590	+9	++
Manufacturer-retailers ¹	4,340	*16,685	4,460	-74	-3
Chocolate manufacturers.....	15,134	12,330	13,725	+23	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES					
New England.....	9,875	11,297	10,334	-13	-4
Middle Atlantic.....	28,023	*19,596	25,815	+43	+9
New York and New Jersey.....	12,978	*10,961	12,256	+18	+6
Pennsylvania.....	15,045	*8,635	13,559	+74	+11
East North Central.....	29,739	*28,726	29,322	+4	+1
Illinois.....	26,140	*23,693	25,898	+10	+1
Ohio and Indiana.....	2,170	3,715	2,033	-42	+7
Michigan and Wisconsin.....	1,429	1,318	1,451	+8	+2
West North Central.....	3,356	4,636	3,570	-28	-6
Minnesota, Kansas, South Dakota, and Nebraska.....	2,035	2,679	2,382	-24	-15
Iowa and Missouri.....	1,321	1,957	1,188	-33	+11
South Atlantic.....	4,145	3,845	3,925	+8	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,664	1,797	1,642	-7	+1
Georgia and Florida.....	2,481	2,048	2,283	+21	+9
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,730	1,793	1,576	-4	+10
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,973	2,562	3,494	+55	-14
Mountain (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,011	1,639	936	-38	+8
Pacific.....	4,781	*5,686	4,618	-16	+4
California.....	3,877	4,484	3,514	-14	+10
Washington and Oregon.....	904	*1,202	1,104	-25	-18

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1961			January 1960*			Percent change January 1961 from January 1960	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS..	123,297	52,491	...	112,634	49,875	...	+9	+5
Package goods made to retail at:								
\$1.00 or more per pound.....	6,703	9,002	\$1.343	6,737	9,182	\$1.363	-1	-2
\$0.50 to \$0.99 per pound.....	9,815	5,134	0.523	8,323	4,469	0.537	+18	+15
Less than \$0.50 per pound.....	16,098	4,251	0.264	14,981	3,925	0.262	+7	+8
Bar goods.....	56,166	22,535	0.401	52,557	21,980	0.420	+7	+3
5¢ and 10¢ specialties.....	13,533	5,775	0.426	11,775	5,295	0.450	+15	+9
Bulk goods ²	20,962	5,794	0.276	18,461	5,024	0.272	+14	+15

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

MASS. INST. TECH.
APR 17 1961
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FOR RELEASE: April 10, 1961

SERIES: M20C(61)-2

CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$106.2 million in February 1961. This was approximately the same as sales for January 1961, but 1 percent below sales for February of last year. Sales of manufacturer-wholesalers at \$83.4 million were 4 percent below sales in January 1961 and 1 percent below sales in February 1960. Manufacturer-retailers sales increased 76 percent from the January 1961 level of \$4.3 million but only 1 percent from the level of February of last year. Sales of chocolate manufacturers were 1 percent above the January 1961 level but were 1 percent below February 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first two months of 1961, poundage sales were up 6 percent and dollar sales were up 3 percent compared with the same period last year. Poundage sales of bar goods were up 1 percent while poundage sales of package goods retailing above 50 cents were up 14 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	Feb. 1961	Jan.* 1961	Feb.* 1960	Percent change		Estimated sales year to date	
				Feb. 1961 from Jan. 1961	Feb. 1961 from Feb. 1960	2 months 1961 (\$1,000)	Percent change from 2 months 1960
	(\$1,000)	(\$1,000)	(\$1,000)				
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	106,246	106,031	106,933	(²)	-1	212,277	-1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	83,363	86,606	83,970	-4	-1	169,969	+1
Manufacturer-retailers ¹	7,569	4,291	7,490	+76	+1	11,860	-1
Chocolate manufacturers.....	15,314	15,134	15,473	+1	-1	30,447	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	8,592	9,041	9,083	-5	-3	17,633	-9
Middle Atlantic.....	27,154	28,001	26,615	-3	+2	55,155	+5
New York and New Jersey.....	14,430	12,946	14,551	+11	-1	27,376	+2
Pennsylvania.....	12,724	15,055	12,064	-15	+5	27,779	+6
East North Central.....	30,140	29,891	31,889	+1	-3	60,031	-2
Illinois.....	26,241	26,398	28,279	-1	-7	52,639	-3
Ohio and Indiana.....	2,649	2,064	2,284	+28	+12	7,115	+9
Michigan and Wisconsin.....	1,250	1,429	1,326	-13	-6	2,679	-4
West North Central.....	3,845	3,906	3,538	-2	+1	7,751	+9
Minnesota, Kansas, South Dakota, and Nebraska.....	2,298	2,374	2,188	-3	+1	4,672	+2
Iowa and Missouri.....	1,547	1,532	1,350	+1	+15	3,079	+21
South Atlantic.....	3,458	4,145	3,557	-17	-3	7,603	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,645	1,664	1,717	-1	-4	3,309	-1
Georgia and Florida.....	1,813	2,481	1,840	-27	-1	4,294	+4
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,791	1,734	1,754	+3	+2	3,525	+6
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,550	3,985	2,358	-36	+8	6,535	-12
Mountain (Arizona, Colorado, Idaho, New Mexico and Utah).....	943	1,122	837	-16	+13	2,065	+16
Pacific.....	4,890	4,781	4,339	+2	+13	9,671	+8
California.....	3,975	3,877	3,616	+3	+10	7,852	+10
Washington and Oregon.....	915	904	723	+1	+27	1,819	(²)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1961			February 1960*			First 2 months					
							Pounds (1,000)			Value (\$1.)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	123,532	48,916	...	120,180	49,127	...	246,904	232,814	+6	11,730	11,226	+3
Package goods made to retail at:												
\$1.00 or more per pound.....	3,857	4,078	\$1.057	3,648	3,817	\$1.046	10,560	10,732	+2	13,080	12,811	+1
\$0.50 to \$0.99 per pound.....	11,530	5,999	0.520	9,369	5,118	0.546	21,330	17,692	+21	11,126	9,587	+16
Less than \$0.50 per pound...	20,315	5,317	0.262	18,093	4,722	0.261	36,504	33,374	+10	10,598	8,647	+11
Bar goods.....	55,015	22,157	0.403	58,077	24,310	0.419	111,181	113,134	+1	14,432	14,290	+3
5¢ and 10¢ specialties.....	14,353	6,210	0.433	13,102	6,023	0.460	27,772	24,877	+12	11,450	11,318	+5
Bulk goods ²	18,522	5,155	0.278	17,891	5,037	0.282	39,557	36,352	+9	10,350	10,061	+9

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

MASS. INST. TECH.

MAY 11 1961

FOR RELEASE: May 5, 1961

SERIES: M20C(61)-3

CONFECTIONERY (Including Chocolate Products)

MARCH 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$102.7 million in March 1961. This was 3 percent below sales for February 1961, and 2 percent below sales for March of last year. Sales of Manufacturer-wholesalers at \$78.2 million were 6 percent below sales in February 1961 and 8 percent below sales in March 1960. Manufacturer-retailers sales increased 36 percent from the February 1961 level of \$7.4 million and 81 percent from the level of March of last year. Sales of chocolate manufacturers were 5 percent below the February 1961 level but were approximately the same as the sales for March 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first three months of 1961, poundage sales were up 1 percent but dollar sales were down 1 percent compared with the same period last year. Poundage sales of bar goods were down 2 percent while poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	March 1961	Feb.* 1961	March* 1960	Percent change		Estimated sales year to date	
				March 1961 from Feb. 1961	March 1961 from March 1960	3 months 1961 (\$1,000)	Percent change from 3 months 1960
	(\$1,000)	(\$1,000)	(\$1,000)				
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	102,710	105,859	104,719	-3	-2	314,201	(2)
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	78,227	83,198	84,639	-6	-8	247,721	-2
Manufacturer-retailers ¹	10,026	7,398	5,553	+36	+81	21,715	+24
Chocolate manufacturers.....	14,457	15,263	14,527	-5	(2)	44,765	+2
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	7,423	8,545	8,887	-13	-16	24,963	-12
Middle Atlantic.....	24,698	27,156	24,338	-9	+1	79,855	+4
New York and New Jersey.....	14,620	14,430	12,921	+1	+13	41,996	+6
Pennsylvania.....	10,078	12,726	11,417	-21	-12	37,859	+2
East North Central.....	27,378	30,139	32,451	-9	-16	87,387	-7
Illinois.....	24,141	26,226	28,504	-8	-15	76,736	-7
Ohio and Indiana.....	2,348	2,663	2,891	-12	-19	7,033	-2
Michigan and Wisconsin.....	889	1,250	1,056	-29	-14	3,568	-7
West North Central.....	4,131	3,814	3,846	+8	+7	11,701	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	2,367	2,298	2,442	+3	-3	7,339	(2)
Iowa and Missouri.....	1,764	1,516	1,404	+16	+26	4,662	+18
South Atlantic.....	3,808	3,458	4,091	+10	-7	11,406	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,674	1,645	1,885	+2	-11	4,978	-5
Georgia and Florida.....	2,134	1,813	2,206	+18	-3	6,428	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,746	1,791	1,907	-3	-8	5,271	+1
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,955	2,550	2,933	+16	+1	9,490	+8
Mountain (Arizona, Colorado, Idaho, New Mexico and Utah).....	1,022	943	953	+8	+7	3,087	+23
Pacific.....	5,066	4,802	5,233	+5	-3	14,561	+3
California.....	4,119	3,887	4,302	+6	-4	11,795	+3
Washington and Oregon.....	947	915	931	+3	+2	2,766	(2)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1961			March 1960*			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	117,092	47,050	...	123,879	50,352	...	360,715	356,693	+1	147,797	149,254	-1
Package goods made to retail at:												
\$1.00 or more per pound.....	3,609	3,968	\$1.100	4,075	4,459	\$1.094	13,337	14,460	-4	16,961	17,458	-3
\$0.50 to \$0.99 per pound.....	8,917	4,536	0.509	9,540	5,236	0.549	30,299	27,232	+11	15,540	14,823	+5
Less than \$0.50 per pound.....	17,589	4,610	0.262	19,495	5,094	0.261	53,915	52,567	+3	14,136	13,741	+3
Bar goods.....	55,531	22,401	0.403	59,448	24,310	0.409	166,141	169,882	-2	66,763	70,600	-5
5/8 and 10/8 specialties.....	14,141	6,623	0.468	14,072	6,356	0.452	39,659	33,943	+2	18,529	17,074	+5
Bulk goods ²	17,305	4,912	0.284	17,249	4,897	0.284	56,862	53,601	+6	15,868	14,958	+6

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: June 7, 1961

SERIES: M20C(61)-4

CONFECTIONERY (Including Chocolate Products)

APRIL 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$86.7 million in April 1961. This was 16 percent below sales for March 1961, and 2 percent below sales for April of last year. Sales of Manufacturer-wholesalers at \$68.9 million were 12 percent below sales in March 1961 but 1 percent above sales in April 1960. Manufacturer-retailers sales decreased 46 percent from the March 1961 level of \$10.1 million and 47 percent from the level of April of last year. Sales of chocolate manufacturers were 15 percent below the March 1961 level but were 25 percent above the sales for April 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first four months of 1961, poundage sales were up 3 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were up 2 percent and poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	April 1961 (\$1,000)	March* 1961 (\$1,000)	April* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				April 1961 from March 1961	April 1961 from April 1960	4 months 1961 (\$1,000)	Percent change from 4 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	86,656	102,612	88,564	-16	-2	400,759	-1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	68,945	78,036	68,584	-12	+1	316,475	-2
Manufacturer-retailers ¹	5,462	10,119	10,217	-46	-47	27,270	-2
Chocolate manufacturers.....	12,249	14,457	9,763	-15	+25	57,014	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	6,754	7,423	6,757	-9	(²)	31,717	-8
Middle Atlantic.....	20,827	24,627	20,197	-15	+3	100,611	+1
New York and New Jersey.....	12,462	14,549	11,936	-14	+4	54,387	+3
Pennsylvania.....	8,365	10,078	8,261	-17	+1	46,224	(²)
East North Central.....	25,501	27,268	25,355	-6	+1	112,778	-5
Illinois.....	22,410	24,029	22,339	-7	(²)	99,034	-6
Ohio and Indiana.....	2,290	2,350	2,149	-3	+7	9,375	+3
Michigan and Wisconsin.....	801	889	867	-10	-8	4,369	-7
West North Central.....	3,609	4,131	3,812	-13	-5	15,310	-2
Minnesota, Kansas, South Dakota, and Nebraska.....	2,014	2,367	2,246	-15	-10	9,055	-9
Iowa and Missouri.....	1,595	1,764	1,566	-10	+2	6,257	+10
South Atlantic.....	3,437	3,804	3,699	-10	-7	14,839	-3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,420	1,670	1,487	-15	-5	6,394	-5
Georgia and Florida.....	2,017	2,134	2,212	-5	-9	8,445	-1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,514	1,746	1,522	-13	-1	6,785	+1
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,364	2,947	2,406	-20	-2	11,846	+6
Mountain (Arizona, Colorado, Idaho, New Mexico and Utah).....	916	1,022	942	-10	-3	4,005	+9
Pacific.....	4,023	5,068	3,894	-21	+3	18,586	+4
California.....	3,317	4,119	3,224	-19	+3	15,112	+3
Washington and Oregon.....	706	949	670	-26	+5	3,474	+6

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1961			April 1960*			First 4 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	108,112	42,939	...	100,036	39,489	...	468,662	456,089	+3	190,571	188,367	+1
Package goods made to retail at:												
\$1.00 or more per pound....	3,586	3,814	\$1.064	3,936	4,334	\$1.101	17,425	18,968	-8	20,775	22,284	-7
\$0.50 to \$0.99 per pound....	7,979	3,989	0.500	7,383	3,837	0.520	38,278	34,521	+11	19,529	18,534	+7
Less than \$0.50 per pound..	16,708	4,492	0.269	17,979	4,731	0.263	70,740	71,927	-2	18,607	19,122	-3
Bar goods.....	51,561	20,260	0.393	45,182	17,652	0.391	218,161	214,673	+2	87,309	87,975	-1
5¢ and 10¢ specialties.....	13,174	6,093	0.463	11,664	5,276	0.452	52,437	50,709	+3	24,351	23,123	+5
Bulk goods ²	15,104	4,291	0.284	13,892	3,659	0.263	71,831	65,291	+10	20,000	17,529	+14

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

CURRENT INDUSTRIAL REPORTS

FOR RELEASE: July 10, 1961

SERIES: M20C(61)-5

CONFECTIONERY (Including Chocolate Products)

MAY 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$88.1 million in May 1961. This was 2 percent above sales for April 1961, and 19 percent above sales for May of last year. Sales of Manufacturer-wholesalers at \$70.6 million were 3 percent above sales in April 1961 and 16 percent above sales in May 1960. Manufacturer-retailers sales decreased 3 percent from the April 1961 level of \$5.5 million and increased 8 percent above the level of May of last year. Sales of chocolate manufacturers were approximately the same as April 1961 and 41 percent above the sales for May 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first five months of 1961, poundage sales were up 6 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	May 1961 (\$1,000)	April* 1961 (\$1,000)	May* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				May 1961 from April 1961	May 1961 from May 1960	5 months 1961 (\$1,000)	Percent change from 5 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	88,086	86,526	74,186	+2	+19	488,901	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	70,555	68,817	60,647	+3	+16	386,902	+1
Manufacturer-retailers ¹	5,286	5,460	4,876	-3	+8	32,740	(²)
Chocolate manufacturers.....	12,245	12,249	8,663	(²)	+41	69,259	+11
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	6,268	6,754	5,189	-7	+21	37,985	-4
Middle Atlantic.....	21,814	20,799	18,341	+5	+19	122,397	+4
New York and New Jersey.....	14,318	12,442	11,799	+15	+21	68,685	+6
Pennsylvania.....	7,496	8,357	6,542	-10	+15	53,712	+2
East North Central.....	26,519	25,386	23,834	+4	+11	139,182	-3
Illinois.....	23,391	22,295	21,258	+5	+10	122,310	-3
Ohio and Indiana.....	2,264	2,290	1,859	-1	+22	11,639	+6
Michigan and Wisconsin.....	864	801	717	+8	+21	5,233	-3
West North Central.....	3,597	3,609	2,639	(²)	+36	18,907	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	1,957	2,014	1,504	-3	+30	11,010	-4
Iowa and Missouri.....	1,640	1,595	1,135	+3	+44	7,897	+14
South Atlantic.....	3,587	3,447	3,261	+4	+10	18,436	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,538	1,420	1,419	+8	+8	7,932	-3
Georgia and Florida.....	2,049	2,027	1,842	+1	+11	10,504	+1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,677	1,514	1,425	+11	+18	8,462	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,975	2,369	1,674	-17	+18	13,826	+7
Mountain (Arizona, Colorado, Idaho, New Mexico and Utah).....	934	916	711	+2	+31	4,937	+13
Pacific.....	4,184	4,023	3,573	+4	+17	22,770	+6
California.....	3,477	3,317	2,918	+5	+19	18,589	+6
Washington and Oregon.....	707	706	655	(²)	+8	4,181	+7

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	May 1961			May 1960*			First 5 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	110,132	42,970	...	92,005	35,087	...	578,836	548,094	+6	233,528	223,454	+5
Package goods made to retail at:												
\$1.00 or more per pound....	2,094	2,078	\$0.992	1,959	1,914	\$0.977	19,519	20,927	-7	22,853	24,198	-6
\$0.50 to \$0.99 per pound....	8,840	4,412	0.499	6,578	3,361	0.511	47,121	41,099	+15	23,953	21,695	+10
Less than \$0.50 per pound..	17,204	4,641	0.270	15,861	4,167	0.263	87,783	87,788	(³)	23,265	23,289	(³)
Bar goods.....	51,245	20,547	0.401	42,056	16,624	0.395	269,406	256,729	+5	107,856	104,599	+3
5¢ and 10¢ specialties.....	14,895	6,806	0.457	12,295	5,498	0.447	67,212	63,004	+7	31,121	28,621	+9
Bulk goods ²	15,854	4,486	0.283	13,256	3,523	0.266	87,795	78,547	+12	24,480	21,052	+16

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

Current Industrial Reports

SERIES: M20C(61)-6

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
August 4, 1961

CONFECTIONERY (Including Chocolate Products)

JUNE 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$79.2 million in June 1961. This was 10 percent below sales for May 1961, and 3 percent above sales for June of last year. Sales of Manufacturer-wholesalers at \$65.1 million were 8 percent below sales in May 1961 and 3 percent above sales in June 1960. Manufacturer-retailers sales decreased 24 percent from the May 1961 level of \$5.2 million and decreased 10 percent below the level of June of last year. Sales of chocolate manufacturers were 17 percent below the May 1961 level but were 9 percent above the sales for June 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first six months of 1961, poundage sales were up 5 percent and dollar sales were up 4 percent compared with the same period last year. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	June 1961	May* 1961	June* 1960	Percent change		Estimated sales year to date	
				June 1961 from May 1961	June 1961 from June 1960	6 months 1961	Percent change from 6 months 1960
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	79,250	88,203	77,187	-10	+3	568,374	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	65,146	70,674	63,471	-8	+3	452,273	+1
Manufacturer-retailers ¹	4,006	5,291	4,457	-24	-10	36,751	-1
Chocolate manufacturers.....	10,098	12,238	9,259	-17	+9	79,350	+11
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	5,782	6,268	5,554	-8	+4	43,767	-3
Middle Atlantic.....	20,266	21,675	19,919	-7	+2	141,683	+3
New York and New Jersey.....	13,516	14,179	13,437	-5	+1	81,221	+4
Pennsylvania.....	6,750	7,496	6,482	-10	+4	60,462	+2
East North Central.....	24,445	26,467	24,886	-8	-2	163,575	-2
Illinois.....	21,752	23,339	22,393	-7	-3	144,010	-3
Ohio and Indiana.....	1,955	2,264	1,750	-14	+12	13,594	+7
Michigan and Wisconsin.....	738	864	743	-15	-1	5,971	-3
West North Central.....	2,712	3,597	2,678	-25	+1	21,619	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	1,509	1,957	1,553	-23	-3	12,519	-4
Iowa and Missouri.....	1,203	1,640	1,125	-27	+7	9,100	+14
South Atlantic.....	3,383	3,592	3,129	-6	+8	21,824	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,457	1,543	1,385	-6	+5	9,394	-1
Georgia and Florida.....	1,926	2,049	1,744	-6	+10	12,430	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,703	1,677	1,481	+2	+15	10,165	+6
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,574	1,975	1,354	-20	+16	15,400	+8
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	733	934	675	-22	+9	5,670	+12
Pacific.....	4,548	4,489	3,795	+1	+20	28,570	+13
California.....	3,965	3,782	3,168	+5	+25	23,806	+15
Washington and Oregon.....	583	707	627	-18	-7	4,764	+5

*Revised.

¹Retailers with two or more outlets.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1961			June 1960*			First 6 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	101,454	38,342	...	99,409	37,499	...	680,669	647,503	+5	271,988	260,953	+4
Package goods made to retail at:												
\$1.00 or more per pound....	1,540	1,432	\$0.930	1,661	1,503	\$0.905	21,059	22,588	-7	24,285	25,701	-6
\$0.50 to \$0.99 per pound....	8,578	4,266	0.497	7,092	3,604	0.508	55,699	48,191	+16	28,219	25,299	+12
Less than \$0.50 per pound..	17,509	4,518	0.258	17,346	4,520	0.261	105,309	105,134	(³)	27,790	27,809	(³)
Bar goods.....	45,660	17,946	0.393	43,903	17,358	0.395	315,066	300,632	+5	125,802	121,957	+3
5¢ and 10¢ specialties.....	13,462	6,260	0.465	15,430	6,966	0.451	80,919	78,434	+3	37,470	35,587	+5
Bulk goods ²	14,705	3,920	0.267	13,977	3,548	0.254	102,617	92,524	+11	28,422	24,600	+16

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

Current Industrial Reports

SERIES: M20C(61)-7

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
September 7, 1961

CONFECTIONERY (Including Chocolate Products)

JULY 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$65.6 million in July 1961. This was 18 percent below sales for June 1961, and 6 percent above sales for July of last year. Sales of Manufacturer-wholesalers at \$53.2 million were 19 percent below sales in June 1961 and 6 percent above sales in July 1960. Manufacturer-retailers sales were approximately the same as the June 1961 level of \$4.0 million and decreased 1 percent below the level of July of last year. Sales of chocolate manufacturers were 17 percent below the June 1961 level but were 13 percent above the sales for July 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first seven months of 1961, poundage sales were up 5 percent and dollar sales were up 4 percent compared with the same period last year. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	July 1961 (\$1,000)	June* 1961 (\$1,000)	July* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				July 1961 from June 1961	July 1961 from July 1960	7 months 1961 (\$1,000)	Percent change from 7 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	65,554	80,048	61,733	-18	+6	634,726	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	53,211	65,948	50,282	-19	+6	506,286	+2
Manufacturer-retailers ¹	4,006	4,002	4,053	(2)	-1	40,753	-1
Chocolate manufacturers.....	8,337	10,098	7,398	-17	+13	87,687	+11
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	4,341	5,754	4,233	-25	+3	48,080	-3
Middle Atlantic.....	15,526	20,303	13,866	-24	+12	157,246	+4
New York and New Jersey.....	10,756	13,553	9,412	-21	+14	92,014	+5
Pennsylvania.....	4,770	6,750	4,454	-29	+7	65,232	+2
East North Central.....	20,908	24,208	21,443	-14	-2	184,246	-3
Illinois.....	18,512	21,515	19,350	-14	-4	162,285	-4
Ohio and Indiana.....	1,751	1,955	1,532	-10	+14	15,345	+8
Michigan and Wisconsin.....	645	738	561	-13	+15	6,616	-2
West North Central.....	2,715	3,674	2,092	-26	+30	25,296	+10
Minnesota, Kansas, South Dakota, and Nebraska.....	1,632	2,074	1,182	-21	+38	14,716	+4
Iowa and Missouri.....	1,083	1,600	910	-32	+19	10,580	+19
South Atlantic.....	3,147	3,383	2,980	-7	+6	24,971	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,263	1,457	1,167	-13	+8	10,657	(2)
Georgia and Florida.....	1,884	1,926	1,813	-2	++	14,314	+3
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,402	1,703	1,168	-18	+20	11,567	+7
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,325	1,579	1,148	-16	+15	16,730	+9
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	640	790	471	-20	+36	6,573	+15
Pacific.....	3,207	4,548	2,881	-29	+11	32,777	+13
California.....	2,700	3,965	2,350	-32	+15	26,506	+15
Washington and Oregon.....	507	583	531	-13	-5	5,271	++

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1961			July 1960*			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	84,075	31,201	...	81,378	29,872	...	764,880	728,881	+5	303,250	290,825	+4
Package goods made to retail at:												
\$1.00 or more per pound....	1,184	1,071	\$0.905	1,188	1,051	\$0.885	22,243	23,776	-6	25,350	26,752	-5
\$0.50 to \$0.99 per pound...	6,030	2,902	0.481	5,459	2,715	0.497	61,736	53,650	+15	31,124	28,014	+11
Less than \$0.50 per pound...	14,145	3,876	0.274	13,204	3,266	0.267	119,089	118,358	+1	31,623	31,335	+1
Bar goods.....	38,787	14,754	0.380	37,494	14,356	0.383	353,933	338,126	+5	140,579	136,313	+3
5¢ and 10¢ specialties.....	11,033	5,066	0.459	11,363	4,974	0.438	91,960	89,797	+2	42,532	40,561	+5
Bulk goods ²	12,896	3,332	0.274	12,670	3,250	0.257	115,919	105,194	+10	32,022	27,850	+15

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
Richard M. Scammon, Director

Current Industrial Reports

OCT 11 1961
SERIES: M20C(61)-8

FOR RELEASE:
October 10, 1961

CONFECTIONERY (Including Chocolate Products)

AUGUST 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$89.7 million in August 1961. This was 37 percent above sales for July 1961, and 5 percent above sales for August of last year. Sales of Manufacturer-wholesalers at \$71.9 million were 36 percent above sales in July 1961 and 6 percent above sales in August 1960. Manufacturer-retailers sales were 9 percent above the July 1961 level of \$4.0 million and approximately the same as July of last year. Sales of chocolate manufacturers were 61 percent above the July 1961 level and 3 percent above the sales for August 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eight months of 1961, poundage sales were up 5 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were up 5 percent and poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by the Bureau of the Census, Industry Division, Food

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	August 1961	July* 1961	August* 1960	Percent change		Estimated sales year to date	
				August 1961 from July 1961	August 1961 from August 1960	8 months 1961	Percent change from 8 months 1960
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	89,746	65,396	85,509	+37	+5	724,314	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	71,936	53,069	68,087	+36	+6	578,080	+2
Manufacturer-retailers ¹	4,356	3,979	4,337	+9	(²)	45,062	-1
Chocolate manufacturers.....	13,454	8,348	13,085	+61	+3	101,152	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES							
New England.....	7,580	4,349	7,214	+74	+5	55,668	-2
Middle Atlantic.....	22,635	15,388	20,170	+47	+12	179,743	+5
New York and New Jersey.....	15,513	10,618	13,552	+46	+14	107,389	+6
Pennsylvania.....	7,122	4,770	6,618	+49	+9	72,354	+3
East North Central.....	25,936	20,894	25,482	+24	+2	210,168	-2
Illinois.....	23,348	18,510	22,866	+26	+2	185,631	-3
Ohio and Indiana.....	1,765	1,751	1,783	+1	-1	17,110	+7
Michigan and Wisconsin.....	823	633	833	+30	-1	7,427	-2
West North Central.....	3,502	2,715	3,840	+29	-9	28,798	(²)
Minnesota, Kansas, South Dakota, and Nebraska.....	1,561	1,632	2,117	-4	-26	16,277	-8
Iowa and Missouri.....	1,941	1,083	1,723	+79	+13	12,521	+14
South Atlantic.....	3,611	3,147	3,570	+15	+1	28,582	+1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,512	1,263	1,400	+20	+8	12,169	+1
Georgia and Florida.....	2,099	1,884	2,170	+11	-3	16,413	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,734	1,402	1,450	+24	+20	13,301	+9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,568	1,325	1,396	+18	+12	18,298	+9
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	909	639	847	+42	+7	7,281	+5
Pacific.....	4,461	3,210	4,118	+39	+8	36,241	+12
California.....	3,700	2,700	3,232	+37	+14	30,206	+15
Washington and Oregon.....	761	510	886	+49	-14	6,035	+1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1961			August 1960*			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	115,406	44,728	...	109,220	41,217	...	879,809	838,101	+5	7,178,855	332,668	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	2,218	2,111	\$0.951	2,143	1,937	\$0.904	24,048	25,919	-7	27,473	28,689	-4
\$0.50 to \$0.99 per pound.....	9,941	4,978	0.501	8,422	4,156	0.493	71,570	62,072	+15	36,212	32,170	+13
Less than \$0.50 per pound...	16,534	4,455	0.269	16,643	4,532	0.272	135,680	144,281	+1	35,992	35,867	+3
Bar goods.....	52,547	20,739	0.395	48,427	19,577	0.404	406,480	386,553	+5	161,317	155,890	+4
5¢ and 10¢ specialties.....	16,062	7,288	0.454	14,783	6,547	0.443	107,992	104,580	+3	49,678	47,108	+5
Bulk goods ²	18,104	5,157	0.285	18,802	5,094	0.271	134,035	123,996	+8	37,185	31,334	+18

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

Current Industrial Reports

SERIES: M20C(61)-9

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
November 8, 1961

CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$138.3 million in September 1961. This was 53 percent above sales for August 1961, and 2 percent above sales for September of last year. Sales of Manufacturer-wholesalers at \$109.9 million were 52 percent above sales in August 1961 and 1 percent above sales in September 1960. Manufacturer-retailers sales were 12 percent above the August 1961 level of \$4.4 million and 1 percent below the level of August of last year. Sales of chocolate manufacturers were 75 percent above the August 1961 level and 10 percent above the sales for September 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first nine months of 1961, poundage sales were up 6 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were up 7 percent and poundage sales of package goods retailing above 50 cents were up 7 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	September 1961 (\$1,000)	August* 1961 (\$1,000)	September* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				September 1961 from August 1961	September 1961 from September 1960	9 months 1961 (\$1,000)	Percent change from 9 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	138,282	90,125	135,616	+53	+2	862,975	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	109,907	72,315	109,242	+52	+1	688,366	+2
Manufacturer-retailers ¹	4,892	4,356	4,946	+12	-1	49,974	-1
Chocolate manufacturers.....	23,483	13,454	21,428	+75	+10	124,625	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	12,239	7,580	13,212	+61	-7	67,907	-3
Middle Atlantic.....	32,309	22,931	33,130	+41	-2	212,348	+4
New York and New Jersey.....	19,367	15,809	20,105	+23	-4	127,052	+5
Pennsylvania.....	12,942	7,122	13,025	+82	-1	85,296	+2
East North Central.....	44,962	26,012	42,877	+73	+5	255,206	-1
Illinois.....	40,491	23,424	38,885	+73	+4	226,198	-2
Ohio and Indiana.....	3,125	1,765	2,755	+77	+13	29,235	+8
Michigan and Wisconsin.....	1,346	823	1,237	+64	+9	5,773	(2)
West North Central.....	4,554	3,502	4,668	+30	-2	33,352	(2)
Minnesota, Kansas, South Dakota, and Nebraska.....	2,250	1,561	2,730	+44	-18	18,527	-9
Iowa and Missouri.....	2,304	1,941	1,938	+19	+19	14,325	+15
South Atlantic.....	4,619	3,611	4,400	+28	+5	33,201	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,816	1,512	1,783	+20	+2	13,905	+1
Georgia and Florida.....	2,803	2,099	2,617	+34	+7	19,216	+3
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,131	1,734	2,256	+23	-6	15,432	+7
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	2,430	1,575	2,361	+54	+3	20,735	+8
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,145	909	1,172	+26	-2	8,426	+3
Pacific.....	5,518	4,461	5,166	+24	+7	41,759	+11
California.....	4,406	3,700	5,916	+19	+13	34,612	+14
Washington and Oregon.....	1,112	761	1,250	+46	-11	7,147	-1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1961			September 1960*			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	176,355	72,560	...	161,478	67,062	...	1,057,214	992,479	+6	420,724	399,750	+5
Package goods made to retail at:												
\$1.00 or more per pound....	5,992	6,048	\$1.009	6,395	6,253	\$0.978	30,043	32,314	-7	33,521	34,942	-4
\$0.50 to \$0.99 per pound....	20,445	10,338	0.494	19,850	9,844	0.496	92,553	81,902	+13	46,562	42,014	+11
Less than \$0.50 per pound..	25,850	7,424	0.287	25,886	7,586	0.293	161,821	160,867	+1	43,483	42,453	(3)
Bar goods.....	31,735	33,437	0.409	70,363	29,202	0.415	488,218	456,916	+7	194,761	185,092	+5
2¢ and 1¢ specialties.....	15,964	7,238	0.453	15,420	6,979	0.453	124,224	120,000	+4	57,015	54,087	+5
Bulk goods ²	25,871	8,075	0.312	23,484	7,198	0.307	160,355	147,480	+9	45,882	40,142	+13

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

Current Industrial Reports

SERIES: M20C(61)-10

FOR RELEASE:
December 12, 1961

CONFECTIONERY (Including Chocolate Products)

OCTOBER 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$140.6 million in October 1961. This was 2 percent above sales for September 1961, and 8 percent above sales for October of last year. Sales of manufacturer-wholesalers at \$114.3 million were 4 percent above sales in September 1961 and 9 percent above sales in October 1960. Manufacturer-retailers sales were 30 percent above the September 1961 level of \$4.8 million and 3 percent above the level of October of last year. Sales of chocolate manufacturers were 15 percent below the September 1961 level but 8 percent above the sales for October 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first ten months of 1961, poundage sales were up 7 percent and dollar sales were up 6 percent compared with the same period last year. Poundage sales of bar goods were up 8 percent and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and the annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	October 1961 (\$1,000)	September* 1961 (\$1,000)	October* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				October 1961 from September 1961	October 1961 from October 1960	10 months 1961 (\$1,000)	Percent change from 10 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	140,582	138,235	129,543	+2	+8	1,003,759	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	114,293	109,843	104,885	+4	+9	802,595	+3
Manufacturer-retailers ¹	6,298	4,847	6,100	+30	+9	56,476	(2)
Chocolate manufacturers.....	19,991	23,545	18,558	-15	+8	144,688	+9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	13,046	12,244	12,033	+7	+8	80,958	-1
Middle Atlantic.....	30,131	32,278	28,659	-7	+5	242,448	+4
New York and New Jersey.....	17,461	19,356	17,381	-10	(2)	144,482	+4
Pennsylvania.....	12,670	12,942	11,278	-2	+12	77,566	+3
East North Central.....	44,824	44,969	40,932	(2)	+10	300,037	+1
Illinois.....	38,790	40,496	35,738	-4	+8	264,993	(2)
Ohio and Indiana.....	4,283	3,125	3,584	+37	+20	24,518	+10
Michigan and Wisconsin.....	1,751	1,348	1,410	+30	+24	10,526	+3
West North Central.....	5,747	4,554	5,045	+26	+14	39,099	+2
Minnesota, Kansas, South Dakota, and Nebraska.....	3,042	2,250	2,777	+35	+10	21,569	-7
Iowa and Missouri.....	2,705	2,304	2,268	+17	+19	17,530	+16
South Atlantic.....	6,218	4,653	5,901	+34	+5	39,433	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,769	1,830	2,345	+51	+18	16,768	+3
Georgia and Florida.....	3,449	2,803	3,556	+23	-3	22,665	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	3,188	2,131	2,569	+50	+24	18,620	+9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	3,507	2,430	2,995	+44	+17	24,242	+10
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,400	1,150	1,194	+22	+17	9,831	+5
Pacific.....	6,232	5,454	5,557	+14	+12	47,927	+11
California.....	5,033	4,342	4,458	+16	+13	39,581	+14
Washington and Oregon.....	1,199	1,112	1,099	+8	+9	8,346	(2)

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1961			October 1960*			First 10 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISH- MENTS.....	167,215	68,299	...	145,890	60,669	...	1,223,280	1,145,369	+7	438,823	460,399	+6
Package goods made to retail at:												
\$1.00 or more per pound.....	6,091	6,117	\$1.004	5,846	5,426	\$0.928	36,134	38,160	-5	39,638	40,368	-2
\$0.50 to \$0.99 per pound.....	21,872	10,718	0.490	19,207	9,590	0.499	114,593	101,109	+13	57,518	51,604	+11
Less than \$0.50 per pound.....	24,565	7,057	0.287	22,504	6,460	0.287	186,359	183,371	+2	50,546	49,913	+1
Bar goods.....	73,646	30,087	0.409	63,483	26,132	0.432	560,970	517,343	+8	224,713	211,224	+6
5¢ and 10¢ specialties....	14,579	6,663	0.457	14,609	6,656	0.456	138,718	134,609	+3	63,664	62,743	+5
Bulk goods ²	26,462	7,655	0.289	23,241	6,405	0.276	186,506	170,721	+9	52,944	46,547	+14

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M20C(61)-11

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
January 8, 1962

CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$131.2 million in November 1961. This was 7 percent below sales for October 1961, but 4 percent above sales for November of last year. Sales of manufacturer-wholesalers at \$109.5 million were 4 percent below sales in October 1961 but 4 percent above sales in November 1960. Manufacturer-retailers sales were 16 percent above the October 1961 level of \$6.3 million but 1 percent below the level of November of last year. Sales of chocolate manufacturers were 28 percent below the October 1961 level but 1 percent above the sales for November 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first eleven months of 1961, poundage sales were up 7 percent and dollar sales were up 6 percent compared with the same period last year. Poundage sales of bar goods were up 8 percent and poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	November 1961 (\$1,000)	October* 1961 (\$1,000)	November* 1960 (\$1,000)	Percent change		Estimated sales year to date	
				November 1961 from October 1961	November 1961 from November 1960	11 months 1961 (\$1,000)	Percent change from 11 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	131,152	140,655	126,382	-7	++	1,134,984	-3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	109,455	114,285	104,749	--	++	912,042	+3
Manufacturer-retailers ¹	7,327	6,318	7,424	+16	-1	53,523	-1
Chocolate manufacturers.....	14,370	20,052	14,209	-28	+1	159,119	+9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	11,772	13,047	11,674	-10	+1	92,731	-1
Middle Atlantic.....	32,660	30,140	30,113	+8	+8	275,117	+
New York and New Jersey.....	18,221	17,470	16,428	++	+11	162,712	+5
Pennsylvania.....	14,439	12,670	13,685	+14	+6	112,405	--
East North Central.....	36,299	44,806	36,636	-19	-1	356,318	(2)
Illinois.....	30,859	38,772	31,374	-20	-2	295,234	(2)
Ohio and Indiana.....	3,851	4,283	3,722	-10	+3	28,369	+9
Michigan and Wisconsin.....	1,589	1,751	1,540	-9	+3	12,115	-3
West North Central.....	5,906	5,747	5,396	+3	+9	45,005	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	2,973	3,042	2,896	-2	+3	24,542	-1
Iowa and Missouri.....	2,933	2,705	2,500	+8	+17	20,463	+16
South Atlantic.....	7,424	6,218	6,852	+19	+8	46,857	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,940	2,769	2,571	+6	+14	19,708	+5
Georgia and Florida.....	4,484	3,449	4,281	+30	+5	27,149	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,986	3,188	2,579	-6	+16	21,606	+10
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).. Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	4,182	3,507	4,046	+19	+3	28,421	+9
	1,708	1,400	1,511	+22	+13	11,539	+6
Pacific.....	6,518	6,232	5,942	+5	+10	54,445	+11
California.....	4,950	5,033	4,567	-2	+8	44,511	+13
Washington and Oregon.....	1,588	1,199	1,375	+32	+15	9,934	+2

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1961			November 1960*			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1x1	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISH- MENTS.....	139,971	60,265	...	132,747	57,419	...	1,363,386	1,278,116	+7	549,008	517,818	+6
Package goods made to retail at:												
\$1.00 or more per pound	9,642	10,486	\$1.088	9,815	10,414	\$1.061	45,776	47,975	-5	50,124	50,782	-1
\$0.50 to \$0.99 per pound.....	20,014	10,043	0.502	17,335	8,699	0.502	134,607	118,444	+14	67,361	60,303	+12
Less than \$0.50 per pound.....	25,061	7,202	0.287	24,616	7,122	0.289	211,420	207,987	+2	57,523	57,035	+1
Bar goods.....	52,090	21,074	0.405	50,347	20,521	0.408	613,195	561,746	+8	245,773	231,115	+6
5% and 10% specialties...	12,029	5,581	0.464	12,167	5,590	0.459	150,747	146,776	+3	69,244	66,333	++
Bulk goods ²	21,135	5,879	0.278	18,467	5,073	0.275	207,641	189,188	+10	58,823	51,620	+14

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M20C(61)-12

FOR RELEASE;
February 9, 1962

CONFECTIONERY (Including Chocolate Products)

DECEMBER 1961

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$108.8 million in December 1961. This was 17 percent below sales for November 1961, but 1 percent above sales for December of last year. Sales of manufacturer-wholesalers at \$77.6 million were 29 percent below sales in November 1961 and 2 percent below sales in December 1960. Manufacturer-retailers sales were 33 percent above the November 1961 level of \$8.1 million and 13 percent above the level of December of last year. Sales of chocolate manufacturers were 14 percent below the November 1961 level and approximately the same as November 1960.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first twelve months of 1961, poundage sales were up 5 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were up 9 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	December 1961 (\$1,000)	November* 1961 (\$1,000)	December 1960 (\$1,000)	Percent change		Estimated sales year to date	
				December 1961 from November 1961	December 1961 from December 1960	12 months 1961 (\$1,000)	Percent change from 12 months 1960
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	108,816	141,507	108,239	-17	+1	1,240,718	+5
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	77,591	109,081	79,131	-29	-2	965,434	+2
Manufacturer-retailers ¹	18,802	8,056	16,628	+133	+13	153,742	+4
Chocolate manufacturers.....	12,423	14,370	12,480	-14	(2)	171,542	+3
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATES							
New England.....	10,642	11,772	10,975	-10	-3	103,373	-1
Middle Atlantic.....	19,704	32,653	19,901	-40	-1	294,214	+4
New York and New Jersey.....	10,814	18,214	11,045	-41	-2	173,519	+4
Pennsylvania.....	8,890	14,439	8,856	-38	(2)	121,295	+3
East North Central.....	27,750	35,869	29,455	-22	-5	360,543	-1
Illinois.....	22,543	30,407	24,287	-26	-7	314,170	-2
Ohio and Indiana.....	4,143	3,323	3,850	+8	+8	32,484	+9
Michigan and Wisconsin.....	1,264	1,589	1,318	-20	-4	13,379	+2
West North Central.....	3,596	5,906	3,587	-39	(2)	48,601	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	1,981	2,373	2,136	-33	-7	26,523	-6
Iowa and Missouri.....	1,615	2,933	1,451	-45	+11	22,078	+16
South Atlantic.....	1,155	7,352	3,907	-3	+6	50,940	-3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,898	2,868	1,797	-34	+6	21,574	-9
Georgia and Florida.....	2,257	4,484	2,110	-50	+7	29,486	+3
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,861	2,986	1,820	-38	+2	23,467	+9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,596	4,180	2,562	-38	+1	31,018	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,226	1,815	1,190	-32	+3	12,872	+7
Pacific.....	5,861	6,518	5,771	-10	+2	60,306	+10
California.....	4,633	4,930	4,512	-6	+2	49,144	+12
Washington and Oregon.....	1,228	1,588	1,202	-23	+2	11,162	+2

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1961			December 1960*			12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1961	1960*	Percent change from 1960	1961	1960*	Percent change from 1960
TOTAL SALES OF SELECTED ESTABLISH- MENT.....	106,244	44,801	...	106,662	44,427	...	1,458,969	1,384,778	+5	58,000	562,645	+2
Package goods made to retail at:												
\$1.00 or more per pound	7,667	7,882	\$1.028	6,590	7,024	\$1.066	53,443	54,000	-2	58,006	57,800	(3)
\$0.50 to \$0.99 per pound.....	10,540	5,246	0.498	9,825	4,936	0.502	145,146	128,269	+13	72,605	68,281	+11
Less than \$0.50 per pound.....	17,259	4,780	0.277	16,031	4,367	0.272	226,205	224,018	+1	61,520	61,400	(3)
Bar goods.....	42,896	17,488	0.408	45,869	18,720	0.408	649,156	613,615	+6	260,814	250,465	+4
5¢ and 10¢ specialties...	9,854	4,504	0.457	11,835	5,372	0.454	160,382	158,611	+1	73,668	71,700	+2
Bulk goods ²	18,028	4,901	0.272	16,512	4,408	0.267	224,637	205,700	+9	68,534	60,200	+13

*Revised.

¹Selected group of large manufacturer-wholesaler and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

Current Industrial Reports

JUN 15 1962

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SERIES: M20C(61)-13

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
June 11, 1962

CONFECTIONERY (Including Chocolate Products)

SUMMARY FOR 1961

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,232 million in 1961, up 2 percent from the previous year's figure of \$1,204 million. There was an increase in sales of 5 percent by manufacturer-wholesalers and an increase of 8 percent by chocolate manufacturers. Sales of manufacturer-retailers remained unchanged.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate. In 1957, these respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers, and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by

class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957. The detailed statistics compiled from these reports will be included in a report entitled "Confectionery Sales and Distribution, 1961" to be issued shortly by Business and Defense Services Administration, Food Industries Division, which cooperated in the survey.

Any inquiries concerning these statistics should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington 25, D.C.

This publication was prepared in the Industry Division under the supervision of Milton Eisen, Chief, Foods, Textiles, and Apparel Branch, by Charles H. W. Sedgewick, Chief, Foods Section, and Donna MacPherson, Statistician.

Table 1.--MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS: 1959-1961

(In millions)

Kind of business	1961		1960		1959*	
	Pounds	Value	Pounds	Value	Pounds	Value
TOTAL.....	3,109	1,232	3,003	1,204	2,929	1,150
Manufacturer-wholesalers.....	2,692	979	2,634	964	2,594	924
Manufacturer-retailers.....	88	81	89	81	88	78
Chocolate manufacturers.....	329	172	280	159	247	148

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

*Revised.

Prepared by the Bureau of the Census, Industry Division, Foods Section

For sale by the Bureau of the Census, Washington 25, D.C.
Price 10 cents - \$1.00 per year

Table 2.--MANUFACTURERS' SALES OF CONFECTIONERY BY MONTH: 1959-1961

Month	Value (millions of dollars)		
	1961	1960	1959
TOTAL.....	1,232	1,204	1,150
January.....	105	102	106
February.....	105	107	101
March.....	102	107	92
April.....	86	89	86
May.....	87	74	71
June.....	79	77	70
July.....	64	62	65
August.....	89	84	73
September.....	138	135	131
October.....	140	129	126
November.....	131	128	121
December.....	106	110	108

Table 3.--POUNDAGE AND DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS: 1959-1961

Division and State	1961		1960		1959	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,109,023	1,231,859	*3,003,697	*1,205,690	2,929,247	1,149,867
Manufacturer-wholesalers.....	2,692,475	979,257	2,633,876	*966,126	2,594,250	924,410
Manufacturer-retailers.....	87,993	80,426	89,475	80,783	88,234	77,739
Chocolate manufacturers.....	328,555	172,176	*280,346	*158,781	246,763	147,718
MANUFACTURER-WHOLESALEERS						
New England.....	250,879	103,794	251,333	104,644	236,797	103,486
Middle Atlantic.....	721,710	293,258	706,490	283,403	692,309	263,806
New York and New Jersey.....	464,306	173,455	456,355	166,189	462,074	161,114
Pennsylvania.....	257,404	119,805	250,135	117,214	230,235	102,692
East North Central.....	1,130,959	355,791	1,142,884	364,506	1,123,306	352,280
Illinois.....	1,011,501	312,476	1,024,295	321,519	1,017,637	313,795
Ohio and Indiana.....	87,848	30,330	87,677	29,928	71,969	24,605
Michigan and Wisconsin.....	31,610	12,985	30,912	13,059	33,700	13,880
West North Central.....	114,852	48,557	104,451	*47,382	106,540	43,905
Minnesota, Kansas, South Dakota, and Nebraska.....	51,241	26,315	50,555	*28,273	51,439	25,402
Iowa and Missouri.....	63,611	22,242	53,896	*19,109	55,101	18,503
South Atlantic.....	133,650	50,946	126,802	49,272	135,519	47,607
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	56,907	21,540	53,262	20,598	64,704	20,020
Georgia and Florida.....	76,743	29,406	73,540	28,674	70,815	27,587
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	94,951	23,467	85,737	21,444	85,994	22,553
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	58,907	30,377	49,485	28,727	49,242	26,589
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	20,500	12,872	18,566	*12,057	18,555	11,025
Pacific.....	166,067	60,195	148,128	54,691	145,988	53,159
California.....	139,769	49,307	124,484	43,797	123,547	42,750
Washington and Oregon.....	26,298	10,888	23,644	10,894	22,441	10,409

Note: Manufacturer-retailers include only those with 2 or more outlets.

*Revised.

Table 4.--POUNDRAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF PRODUCT: 1959-1961

3

Type of product	1961			1960*			1959		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,021,030	1,151,433	\$0.381	2,914,222	1,124,907	\$0.386	2,841,013	1,072,128	\$0.377
Package goods made to retail at:									
\$1.00 or more per pound....	115,392	116,145	1.006	129,460	130,625	1.009	119,583	118,020	0.987
\$0.50 to \$0.99 per pound...	266,303	124,018	0.466	255,484	122,377	0.479	243,485	118,993	0.489
Less than \$0.50 per pound..	695,106	188,975	0.272	638,593	172,420	0.270	636,413	170,656	0.268
Bar goods.....	1,033,997	420,997	0.407	940,942	386,727	0.411	908,090	370,454	0.408
Bulk goods ¹	637,252	186,448	0.293	677,278	199,797	0.295	655,880	186,872	0.285
5¢ and 10¢ specialties.....	272,980	114,850	0.421	272,465	112,961	0.415	277,562	107,113	0.386

Note: The 1959, 1960 and 1961 figures are partially estimated and based on reports from 232 large manufacturers which accounted for about 92 percent of the total sales in 1957.

*Revised.

¹Includes penny goods.

Current Industrial Reports

SERIES M200(62)-1

FOR RELEASE:
March 29, 1962

CONFECTIONERY (Including Chocolate Products)

JANUARY 1962

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$108.5 million in January 1962. This was 2 percent above sales for December 1961 and 3 percent above sales for January of last year. Sales of manufacturer-wholesalers at \$86.8 million were 12 percent above sales in December 1961 and 1 percent above sales in January 1961. Manufacturer-retailers sales were 73 percent below the December 1961 level of \$16.9 million and 4 percent above the level of January of last year. Sales of chocolate manufacturers were 38 percent above the December 1961 level and 14 percent above January 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for January 1962, poundage sales were up 5 percent and dollar sales were up 6 percent compared with the same period last year. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were up 5 percent compared with last year. (See reverse, table 2 for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons				
	January 1962 (\$1,000)	December* 1961 (\$1,000)	January* 1961 (\$1,000)	Percent change	
				January 1962 from December 1961	January 1962 from January 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	108,527	106,577	105,333	+2	+3
BY KIND OF BUSINESS:					
Manufacturer-wholesalers.....	86,794	77,206	85,938	+12	+1
Manufacturer-retailers ¹	4,525	16,941	4,350	-73	++
Chocolate manufacturers.....	17,208	12,430	15,045	+38	+14
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATES					
New England.....	9,342	10,390	8,995	-10	+4
Middle Atlantic.....	27,993	19,620	27,812	+43	+1
New York and New Jersey.....	13,290	10,864	12,757	+22	+4
Pennsylvania.....	14,703	8,756	15,055	+68	-2
East North Central.....	29,334	27,916	29,488	+5	-1
Illinois.....	25,902	22,505	25,987	+15	(2)
Ohio and Indiana.....	2,029	4,143	2,072	-51	-2
Michigan and Wisconsin.....	1,403	1,268	1,429	+11	-2
West North Central.....	3,956	3,584	3,756	+10	+5
Minnesota, Kansas, South Dakota, and Nebraska.....	2,412	1,969	2,374	+22	+2
Iowa and Missouri.....	1,544	1,615	1,382	--	+12
South Atlantic.....	4,155	4,161	4,140	(2)	(2)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,703	1,904	1,659	-11	+3
Georgia and Florida.....	2,452	2,257	2,481	+9	-1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,806	1,861	1,734	-3	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,915	2,595	3,985	+51	-2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,296	1,226	1,122	+6	+16
Pacific.....	4,997	5,853	4,906	-15	+2
California.....	3,877	4,625	4,002	-16	-3
Washington and Oregon.....	1,120	1,228	904	-9	+24

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1962			January 1961*			Percent change January 1962 from January 1961	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS	126,895	55,098	...	120,713	51,778	...	+5	+6
Package goods made to retail at:								
\$1.00 or more per pound.....	7,049	9,700	\$1.376	6,595	8,959	\$1.353	+7	+5
\$0.50 to \$0.99 per pound.....	10,232	5,140	0.502	9,829	5,074	0.516	+4	+1
Less than \$0.50 per pound.....	17,241	4,551	0.264	15,872	4,153	0.262	+9	+10
Bar goods.....	58,908	24,301	0.413	55,338	22,207	0.401	+6	+9
5¢ and 10¢ specialties.....	13,945	5,978	0.429	12,138	5,614	0.463	+15	+6
Bulk goods ²	19,520	5,428	0.278	20,941	5,771	0.276	-7	-6

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M200(62)-2

FOR RELEASE:
April 24, 1962

BUREAU OF THE CENSUS
Richard M. Scammon, Director

CONFECTIONERY (Including Chocolate Products)

FEBRUARY 1962

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$104.6 million in February 1962. This was 4 percent below sales for January 1962 and 1 percent below sales for February of last year. Sales of manufacturer-wholesalers at \$81.0 million were 8 percent below sales in January 1962 and 2 percent below sales in February 1961. Manufacturer-retailers sales were 72 percent above the January 1962 level of \$4.5 million and 3 percent above the level of February of last year. Sales of chocolate manufacturers were 7 percent below the January 1962 level and 4 percent above February 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first two months of 1962, poundage sales were up 3 percent and dollar sales were up 3 percent compared with the same period last year. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were down 2 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		Feb.* 1961 (\$1,000)	Percent change		Estimated sales year to date	
	Feb. (\$1,000)	Jan.* (\$1,000)		Feb. 1962 from Jan. 1962	Feb. 1962 from Feb. 1961	2 months 1962 (\$1,000)	Percent change from 2 months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	104,620	109,306	105,621	-4	-1	213,926	+1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	80,981	87,677	82,841	-8	-2	168,658	(2)
Manufacturer-retailers ¹	7,726	4,501	7,517	+72	+3	12,227	+3
Chocolate manufacturers.....	15,913	17,128	15,263	-7	+4	33,041	+9
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATE							
New England.....	8,126	9,342	8,545	-13	-5	17,468	(2)
Middle Atlantic.....	25,772	28,857	26,958	-11	-4	54,629	(2)
New York and New Jersey.....	14,163	13,230	14,232	+7	(2)	27,393	+1
Pennsylvania.....	11,609	15,627	12,726	-26	-9	27,236	-2
East North Central.....	29,851	29,336	29,757	+2	(2)	59,187	(2)
Illinois.....	26,617	25,945	25,844	+3	+3	52,562	+1
Ohio and Indiana.....	2,075	2,013	2,663	+3	-22	4,088	-14
Michigan and Wisconsin.....	1,159	1,378	1,250	-16	-7	2,537	-5
West North Central.....	3,848	3,975	3,814	-3	(2)	7,823	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	2,171	2,419	2,298	-10	-6	4,590	-2
Iowa and Missouri.....	1,677	1,556	1,516	+8	+11	3,233	+12
South Atlantic.....	3,594	4,179	3,458	-14	+4	7,773	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,555	1,727	1,645	-10	-5	3,282	-1
Georgia and Florida.....	2,039	2,452	1,813	-17	+12	4,491	+5
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,864	1,805	1,791	+3	+4	3,669	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,233	3,904	2,550	-43	-12	6,137	-6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	968	1,282	943	-24	+3	2,250	+9
Pacific.....	4,725	4,997	5,025	-5	-6	9,722	-2
California.....	3,856	3,877	4,110	-1	-6	7,733	-5
Washington and Oregon.....	869	1,120	915	-22	-5	1,989	+9

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1962			February 1961*			First 2 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	122,289	48,264	...	120,864	48,279	...	249,290	241,577	+3	103,384	100,057	+3
Package goods made to retail at:												
\$1.00 or more pound.....	3,096	3,209	\$1.036	3,559	4,034	\$1.133	10,145	10,154	(2)	12,909	12,993	-1
\$0.50 to \$0.99 per pound..	10,625	5,394	.508	11,553	5,943	.514	20,878	21,382	-2	10,556	11,017	-4
Less than \$0.50 per pound..	17,907	4,816	.269	19,972	5,190	.259	35,148	35,844	-2	9,367	9,343	(2)
Bar goods.....	57,087	22,849	.400	54,470	21,994	.404	116,089	109,808	+6	47,169	44,201	+7
5¢ and 10¢ specialties.....	14,702	6,726	.457	12,881	5,993	.465	28,634	25,019	+14	12,683	11,607	+9
Bulk goods ²	18,872	5,270	.279	18,429	5,125	.278	38,396	39,370	-2	10,698	10,896	-2

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

MAY 21 1962
SERIES: M20C(62)-35

FOR RELEASE:
May 21, 1962

CONFECTIONERY (Including Chocolate Products)

MARCH 1962

Manufacturers sales of confectionery and competitive chocolate products were estimated at \$108.9 million in March 1962. This was 4 percent above sales for February 1962 and 7 percent above sales for March of last year. Sales of manufacturer-wholesalers at 88.0 million were 9 percent above sales in February 1962 and 13 percent above sales in March 1961. Manufacturers-retailers sales were 36 percent below the February 1962 level of \$7.7 million and 51 percent below the level of March of last year. Sales of chocolate manufacturers were 1 percent above the February 1962 level and 12 percent above March 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first three months of 1962, poundage sales were up 6 percent and dollar sales were up 6 percent compared with the same period last year. Poundage sales of bar goods were up 6 percent and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS: DOLLAR SALES BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		March* 1961 (\$1,000)	Percent change		Estimated sales year to date	
	March (\$1,000)	Feb.* (\$1,000)		March 1962 from Feb. 1962	March 1962 from March 1961	3 months 1962 (\$1,000)	Percent change from 3 months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	108,967	104,370	101,912	+4	+7	322,477	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	87,971	80,769	77,526	+9	+13	256,254	+4
Manufacturer-retailers ¹	4,913	7,688	10,021	-36	-51	17,099	-21
Chocolate manufacturers.....	16,083	15,913	14,365	+1	+12	49,124	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATE							
New England.....	7,813	8,126	7,476	-4	+5	25,281	+1
Middle Atlantic.....	29,586	25,595	24,546	+16	+21	83,901	+6
New York and New Jersey.....	17,046	13,986	14,288	+22	+19	44,125	+7
Pennsylvania.....	12,540	11,609	10,258	+8	+22	39,770	+5
East North Central.....	30,122	29,836	26,592	+1	+13	89,294	+5
Illinois.....	27,019	26,602	23,552	+2	+15	79,566	+6
Ohio and Indiana.....	2,070	2,075	2,166	(²)	-4	6,158	-7
Michigan and Wisconsin.....	1,033	1,159	874	-11	+18	3,570	+1
West North Central.....	4,317	3,848	4,129	+12	+5	12,140	+4
Minnesota, Kansas, South Dakota, and Nebraska.....	2,401	2,171	2,350	+11	+2	6,991	(²)
Iowa and Missouri.....	1,916	1,677	1,779	+14	+8	5,149	+9
South Atlantic.....	4,082	3,594	3,804	+14	+7	11,855	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,735	1,555	1,670	+12	+4	5,017	+1
Georgia and Florida.....	2,347	2,039	2,134	+15	+10	6,838	+6
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,871	1,864	1,740	(²)	+7	5,540	+7
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,954	2,215	2,896	+32	+1	9,039	-3
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,113	968	1,022	+15	+9	3,303	+9
Pacific.....	6,133	4,723	5,315	+30	+15	15,841	+4
California.....	5,122	3,854	4,389	+33	+17	12,841	+3
Washington and Oregon.....	1,011	869	926	+16	+9	3,000	+11

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1962			March 1961*			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	130,172	51,973	...	115,938	46,551	...	379,011	357,711	+6	155,222	146,659	+6
Package goods made to retail at:												
\$1.00 or more per pound....	3,981	4,431	\$1.113	3,139	3,808	\$1.213	14,209	12,526	+13	17,346	16,489	+5
\$0.50 to \$0.99 per pound...	11,405	5,842	0.512	8,947	4,551	0.509	32,283	30,413	+6	16,398	15,592	+5
Less than \$0.50 per pound..	21,932	5,816	0.265	17,459	4,553	0.261	56,880	53,702	+6	15,184	14,006	+8
Bar goods.....	58,494	23,274	0.398	54,899	22,167	0.404	174,577	164,707	+6	70,439	66,341	+6
5¢ and 10¢ specialties.....	16,405	7,604	0.464	14,184	6,628	0.467	44,710	39,203	+14	20,155	18,236	+11
Bulk goods ²	17,955	5,006	0.279	17,310	4,844	0.280	56,350	57,160	-1	17,700	17,722	-2

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M200(62)4

JUN 18 1962

FOR RELEASE:
June 15, 1962

CONFECTIONERY (Including Chocolate Products)

APRIL 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$94.0 million in April 1962. This was 14 percent below sales for March 1962 and 10 percent above sales for April of last year. Sales of manufacturer-wholesalers at 70.3 million were 21 percent below sales in March 1962 and 3 percent above sales in April 1961. Manufacturers-retailers sales were 121 percent above the March 1962 level of \$5.4 million and 101 percent above the level of April of last year. Sales of chocolate manufacturers were 20 percent below the March 1962 level and 6 percent above April 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first four months of 1962, poundage sales were up 4 percent and dollar sales were up 4 percent compared with the same period last year. Poundage sales of bar goods were up 4 percent and poundage sales of package goods retailing above 50 cents were up 6 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		April* 1961	Percent change		Estimated sales year to date	
	April (\$1,000)	March* (\$1,000)		April 1962 from March 1962	April 1962 from April 1961	4 months 1962 (\$1,000)	Percent change from 4 months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	94,032	109,588	85,574	-14	+10	417,156	+5
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	70,280	88,592	68,014	-21	+3	327,114	++
Manufacturer-retailers ¹	10,855	4,910	5,403	+121	+101	37,392	+3
Chocolate manufacturers.....	12,917	16,086	12,157	-20	-6	62,050	+10
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATE							
New England.....	6,463	7,777	6,807	-17	-5	31,682	-1
Middle Atlantic.....	20,498	29,710	20,408	-31	(2)	104,516	+5
New York and New Jersey.....	11,271	17,170	12,196	-34	-8	52,523	+4
Pennsylvania.....	9,227	12,540	8,212	-26	+12	49,303	+7
East North Central.....	25,045	30,718	24,721	-18	+1	114,937	++
Illinois.....	21,882	26,988	21,827	-19	(2)	101,419	+5
Ohio and Indiana.....	2,311	2,697	2,107	-14	+10	9,096	+4
Michigan and Wisconsin.....	852	1,033	787	-18	+8	4,422	+3
West North Central.....	4,627	4,322	3,605	+7	+28	16,772	+10
Minnesota, Kansas, South Dakota, and Nebraska.....	2,517	2,401	1,997	+5	+26	9,508	+6
Iowa and Missouri.....	2,110	1,921	1,608	+10	+31	7,264	+15
South Atlantic.....	3,872	4,079	3,447	-5	+12	15,745	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,595	1,735	1,420	-8	+12	6,612	+3
Georgia and Florida.....	2,277	2,344	2,027	-3	+12	9,133	+8
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,789	1,858	1,514	-4	+18	7,316	+8
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,574	2,867	2,318	-10	+11	11,524	-1
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,101	1,128	916	-2	+20	4,779	+12
Pacific.....	4,311	6,133	4,278	-30	+1	20,143	+3
California.....	3,576	5,122	3,595	-30	-1	16,417	+2
Washington and Oregon.....	735	1,011	683	-27	+8	3,726	+10

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1962			April 1961*			First 4 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	106,389	41,769	...	107,115	42,583	...	485,416	464,826	+4	196,986	189,242	++
Package goods made to retail at:												
\$1.00 or more per pound....	3,750	4,165	\$1.111	3,086	3,651	\$1.183	17,959	15,612	+15	21,502	20,140	+7
\$0.50 to \$0.99 per pound....	7,017	3,456	0.493	7,925	3,984	0.503	39,314	38,338	+3	19,887	19,576	+1
Less than \$0.50 per pound..	18,824	4,829	0.257	16,515	4,417	0.267	75,704	70,217	+8	20,013	18,423	+9
Bar goods.....	49,864	19,723	0.396	50,931	20,025	0.393	224,443	215,638	+4	90,162	86,366	+4
5¢ and 10¢ specialties.....	12,627	5,615	0.445	13,034	6,049	0.464	57,337	52,237	+10	25,770	24,285	+6
Bulk goods ²	14,307	3,981	0.278	15,624	4,457	0.285	70,659	72,784	-3	19,682	20,452	-4

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M20C(62)-5

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
July 12, 1962

CONFECTIONERY (Including Chocolate Products)

MAY 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$77.4 million in May 1962. This was 18 percent below sales for April 1962 and 11 percent below sales for May of last year. Sales of manufacturers-wholesalers at 62.4 million were 11 percent below sales in April 1962 and 11 percent below sales in May 1961. Manufacturers-retailers sales were 55 percent below the April 1962 level of \$10.5 million and 10 percent below the level of May of last year. Sales of chocolate manufacturers were 20 percent below the April 1962 level and 15 percent below May 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first five months of 1962, poundage sales were up 1 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were approximately the same and poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) are reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of present month and comparisons						
	1962		May* 1961 (\$1,000)	Percent change		Estimated sales year to date	
	May	April*		May 1962 from April 1962	May 1962 from May 1961	5 months 1962 (\$1,000)	Percent change from 5 months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	77,362	93,795	87,184	-18	-11	434,251	-2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	62,358	70,417	64,834	-11	-11	389,609	+2
Manufacturer-retailers ¹	4,676	10,461	5,207	-1	-20	27,900	-1
Chocolate manufacturers.....	10,328	12,917	12,147	-1	-10	77,742	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATE							
New England.....	5,217	6,456	6,482	-19	-1	31,751	-1
Middle Atlantic.....	20,444	20,496	21,525	2	-1	104,894	-1
New York and New Jersey.....	13,348	11,269	14,174	+18	-6	64,574	+2
Pennsylvania.....	7,096	9,227	7,351	-23	-4	45,317	+5
East North Central.....	21,774	25,053	25,683	-13	-11	124,111	+1
Illinois.....	19,020	21,882	22,864	-13	-17	104,400	-1
Ohio and Indiana.....	1,884	2,211	2,080	-18	-9	10,711	+2
Michigan and Wisconsin.....	770	860	739	+2	+19	4,000	+5
West North Central.....	2,909	4,627	3,994	-37	-19	19,681	+1
Minnesota, Kansas, South Dakota, and Nebraska.....	1,484	2,517	1,941	-41	-14	10,990	+1
Iowa and Missouri.....	1,425	2,110	1,653	-31	-14	8,689	+9
South Atlantic.....	3,054	3,872	3,548	-6	+2	19,734	-5
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,569	1,595	1,543	-2	+2	8,181	+3
Georgia and Florida.....	2,085	2,277	2,049	-1	-1	11,218	+7
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,663	1,925	1,677	-14	-1	9,111	-1
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,541	2,376	1,924	-40	-20	13,067	-1
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	819	1,101	934	-26	-12	5,298	+7
Pacific.....	4,331	4,311	4,477	(2)	-1	24,111	+2
California.....	3,545	3,706	3,793	-1	-1	19,962	(2)
Washington and Oregon.....	786	735	684	+7	+11	4,149	+11

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	May 1962			May 1961*			First 5 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	94,750	36,350	...	109,967	42,807	...	580,454	575,486	+1	233,330	232,117	+1
Package goods made to retail at:												
\$1.00 or more per pound....	1,863	1,851	\$0.994	1,945	2,020	\$1.038	19,822	18,465	+7	23,353	22,318	+5
\$0.50 to \$0.99 per pound....	8,153	3,991	0.490	8,734	4,404	0.501	47,467	47,130	+1	23,848	23,980	-1
Less than \$0.50 per pound..	16,599	4,356	0.262	16,980	4,557	0.268	92,303	87,197	+6	24,369	22,980	+6
Bar goods.....	40,251	16,044	0.399	50,614	20,210	0.399	264,982	266,252	(3)	106,206	106,576	(3)
Pe and loz specialties.....	13,852	6,165	0.445	15,120	6,887	0.455	71,189	67,357	+6	31,385	31,172	+2
Bulk goods ²	14,032	3,943	0.281	16,514	4,124	0.286	84,691	89,083	-1	23,625	25,091	-6

*Revised.

¹Selected group of large manufacturer-wholesaler and chocolate manufacturers report sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

Current Industrial Reports

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

SERIES: M20C(62)-6

FOR RELEASE:
August 9, 1962

BUREAU OF THE CENSUS
Richard M. Scammon, Director

CONFECTIONERY (Including Chocolate Products)

JUNE 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$73.2 million in June 1962. This was 7 percent below sales for May 1962 and 7 percent below sales for June of last year. Sales of manufacturer-wholesalers at \$59.9 million were 6 percent below sales in May 1962 and 8 percent below sales in June 1961. Manufacturer-retailers sales were 18 percent below the May 1962 level of \$4.7 million and 2 percent below the level of June of last year. Sales of chocolate manufacturers were 9 percent below the May 1962 level and 6 percent below June 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first six months of 1962, poundage sales were up 1 percent compared with the same period last year. However, the increase in dollar sales was less than 1 percent. Poundage sales of bar goods were approximately the same and poundage sales of package goods retailing above 50 cents were up 1 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f. o. b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by Bureau of the Census, Industry Division, Foods Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		June 1961	Percent change		Estimated sales year to date	
	June (\$1,000)	May* (\$1,000)		June 1962 from June 1961	June 1962 from June 1961	6 months 1962 (\$1,000)	Percent change from 6 months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	73,178	78,625	79,094	-7	-7	568,384	+1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	59,905	63,641	65,182	-6	-8	450,459	(2)
Manufacturer-retailers ¹	3,838	4,656	3,905	-18	-2	36,112	(2)
Chocolate manufacturers.....	9,435	10,328	10,007	-9	-6	81,813	+4
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATE							
New England.....	4,976	5,233	5,866	-5	-15	41,884	-6
Middle Atlantic.....	18,570	20,465	20,157	-9	-8	143,549	+2
New York and New Jersey.....	12,981	13,328	13,544	-3	-4	81,820	+1
Pennsylvania.....	5,589	7,137	6,613	-22	-15	61,729	+3
East North Central.....	21,770	23,060	23,541	-6	-8	159,427	(2)
Illinois.....	19,251	20,300	21,047	-5	-9	140,622	(2)
Ohio and Indiana.....	1,811	1,884	1,771	-4	+2	12,791	+2
Michigan and Wisconsin.....	708	876	723	-19	-2	6,014	+4
West North Central.....	3,075	2,909	3,672	+6	-16	22,756	+1
Minnesota, Kansas, South Dakota, and Nebraska.....	1,621	1,484	2,058	+9	-21	12,613	-3
Iowa and Missouri.....	1,454	1,425	1,614	+2	-10	10,143	+6
South Atlantic.....	3,207	3,645	3,383	-12	-5	22,607	+4
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,404	1,566	1,457	-10	-4	9,582	+2
Georgia and Florida.....	1,803	2,079	1,926	-13	-6	13,025	+5
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,471	1,646	1,703	-11	-14	10,569	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,244	1,533	1,528	-19	-19	14,303	-5
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	756	819	796	-8	-5	6,054	+6
Pacific.....	4,836	4,331	4,536	+12	+7	29,310	+3
California.....	4,125	3,545	3,976	+16	+4	24,087	+1
Washington and Oregon.....	711	786	560	-10	+27	5,223	+13

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1962			June 1961*			First 6 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS	97,157	35,746	...	100,799	38,094	...	681,888	676,285	+1	265,976	270,211	(3)
Package goods made to retail at:												
\$1.00 or more per pound.....	1,372	1,209	\$0.881	1,430	1,390	\$0.972	21,194	19,895	+7	24,562	23,708	+4
\$0.50 to \$0.99 per pound.....	7,704	3,769	0.489	8,532	4,258	0.499	55,171	55,664	-1	27,617	28,238	-2
Less than \$0.50 per pound.....	17,882	4,590	0.257	16,903	4,384	0.259	111,064	104,100	+7	29,355	27,364	+7
Bar goods.....	42,219	16,354	0.387	45,110	17,733	0.393	310,249	311,362	(3)	123,442	124,300	-1
5/8 and 10/16 specialties.....	14,431	6,381	0.442	13,450	6,248	0.465	85,714	80,807	+6	37,850	37,420	+1
Bulk goods ²	13,549	3,443	0.254	15,374	4,081	0.265	98,496	104,457	-6	27,150	29,172	-7

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

BUREAU OF THE CENSUS
Richard M. Scammon, Director

Current Industrial Reports

SERIES: M20C(62)-7

FOR RELEASE:
September 10, 1962

CONFECTIONERY (Including Chocolate Products)

JULY 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$69.2 million in July 1962. This was 6 percent below sales for June 1962 and 7 percent above sales for July of last year. Sales of manufacturer-wholesalers at \$56.0 million were 7 percent below sales in June 1962 and 7 percent above sales in July 1961. Manufacturer-retailers sales were 3 percent below the June 1962 level of \$3.9 million and 5 percent below the level of July of last year. Sales of chocolate manufacturers were approximately the same as in June 1962, and 15 percent above July 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first seven months of 1962 poundage sales were up 2 percent compared with the same period last year. However, the increase in dollar sales was 1 percent. Poundage sales of bar goods were approximately the same and poundage sales of package goods retailing above 50 cents were up 2 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate-manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by Bureau of the Census, Industry Division, Foods Section

For sale by the Bureau of the Census, Washington 25, D. C.
Price 10 cents - \$1.00 per year

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		July 1961	Percent change		Estimated sales year to date	
	July	June*		July 1962 from June 1962	July 1962 from July 1961	7 months 1962	Percent change from 7 months 1961
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	69,210	73,240	64,512	-6	+7	637,673	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	55,955	59,909	52,285	-7	+7	506,682	+1
Manufacturer-retailers ¹	3,782	3,896	3,570	-3	-5	33,305	-1
Chocolate manufacturers.....	9,473	9,435	8,257	(2)	+15	91,286	+5
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATE							
New England.....	4,616	4,976	4,450	-7	+4	46,500	-5
Middle Atlantic.....	17,102	18,593	15,249	-2	+12	161,003	+3
New York and New Jersey.....	11,806	13,004	10,608	-9	+11	93,370	+2
Pennsylvania.....	5,290	5,589	4,641	-5	+14	67,625	+4
East North Central.....	21,682	21,778	20,211	(2)	+7	181,056	+1
Illinois.....	19,342	19,259	18,046	(2)	+7	159,311	+1
Ohio and Indiana.....	1,705	1,811	1,547	-3	+14	14,556	+3
Michigan and Wisconsin.....	575	708	618	-19	-7	6,589	+3
West North Central.....	2,572	2,977	2,712	-14	-5	25,230	(2)
Minnesota, Kansas, South Dakota, and Nebraska.....	1,332	1,621	1,616	-18	-18	13,345	-5
Iowa and Missouri.....	1,240	1,356	1,096	-9	+13	11,885	+6
South Atlantic.....	3,234	3,207	3,147	+1	+3	25,841	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,347	1,402	1,263	-4	+7	10,927	+3
Georgia and Florida.....	1,887	1,805	1,884	+5	(2)	14,914	+4
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,424	1,488	1,402	-4	+2	12,010	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,159	1,243	1,277	-7	-9	13,461	-6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	635	796	639	-20	-1	6,729	+6
Pacific.....	3,531	4,851	3,201	-27	+10	32,852	+4
California.....	2,300	4,140	2,713	-57	+7	27,204	+2
Washington and Oregon.....	625	711	488	-12	+20	5,648	+14

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1962			July 1961*			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS	90,548	33,675	...	83,325	30,799	...	772,431	759,610	+2	303,000	301,010	+1
Package goods made to retail at:												
\$1.00 or more												
per pound.....	1,303	1,140	\$0.875	1,109	1,053	\$0.950	22,492	21,004	+7	25,701	24,761	+4
\$0.50 to \$0.99												
per pound.....	6,727	3,336	0.496	6,007	3,007	0.501	61,898	61,671	(3)	30,954	31,245	-1
Less than \$0.50												
per pound.....	17,343	4,575	0.264	13,200	3,044	0.265	128,407	118,060	+9	33,950	31,063	+9
Bar goods.....	59,505	15,193	0.385	56,147	14,516	0.380	344,754	344,512	(3)	138,644	138,825	(3)
5¢ and 10¢ specialties.....	13,297	6,078	0.457	10,985	4,916	0.448	99,011	41,744	+8	43,206	42,336	+4
Bulk goods ²	12,373	3,353	0.271	13,109	3,608	0.275	110,869	117,000	-6	30,505	32,780	-7

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

Current
Industrial
Reports

BUREAU OF THE CENSUS
Richard M. Scammon, Director

SERIES: M20C(62)-8

FOR RELEASE:
October 9, 1962

CONFECTIONERY
(Including Chocolate Products)

AUGUST 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$95.1 million in August 1962. This was 37 percent above sales for July 1962 and 6 percent above sales for August of last year. Sales of manufacturer-wholesalers at \$74.6 million were 33 percent above sales in July 1962 and 4 percent above sales in August 1961. Manufacturer-retailers sales were 18 percent above the July 1962 level of \$3.8 million and 1 percent below the level of August of last year. Sales of chocolate manufacturers were 70 percent above sales for July 1962, and 21 percent above August 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first eight months of 1962 poundage sales were up 3 percent compared with the same period last year. However, the increase in dollar sales was 2 percent. Poundage sales of bar goods were 1 percent above and poundage sales of package goods retailing above 50 cents were up 3 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Prepared by Bureau of the Census, Industry Division, Foods Section

For sale by the Bureau of the Census, Washington 25, D.C.
Price 10 cents - \$1.00 per year

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		August 1961 (\$1,000)	Percent change		Estimated sales year to date	
	August	July*		August 1962 from July 1962	August 1962 from August 1961	8 months 1962	Percent change from 8 months 1961
	(\$1,000)	(\$1,000)	(\$1,000)	1962	1961	(\$1,000)	1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	95,137	69,200	89,401	+37	+6	733,113	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	74,568	55,964	71,579	+33	+4	581,372	+2
Manufacturer-retailers ¹	4,420	3,751	4,459	+18	-1	44,294	-1
Chocolate manufacturers.....	16,149	9,485	13,363	+70	+21	107,447	+7
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATE							
New England.....	8,030	4,602	7,752	+74	+4	54,516	-4
Middle Atlantic.....	23,154	17,124	22,782	+35	+2	184,219	+3
New York and New Jersey.....	15,724	11,828	15,800	+33	(²)	109,764	+2
Pennsylvania.....	7,430	5,296	6,982	+40	+6	74,455	+4
East North Central.....	28,117	21,651	25,318	+30	+11	209,126	+2
Illinois.....	25,268	19,311	22,929	+31	+10	185,148	+2
Ohio and Indiana.....	1,906	1,765	1,580	+8	+21	16,462	+5
Michigan and Wisconsin.....	943	575	809	+64	+17	7,516	+4
West North Central.....	3,242	2,597	3,499	+25	-7	28,566	-1
Minnesota, Kansas, South Dakota, and Nebraska.....	1,579	1,332	1,545	+19	+2	15,441	-4
Iowa and Missouri.....	1,663	1,265	1,954	+31	-15	13,125	+4
South Atlantic.....	3,630	3,242	3,611	+21	+1	29,496	+3
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,484	1,355	1,512	+10	-2	12,436	+2
Georgia and Florida.....	2,146	1,887	2,099	+14	+2	17,060	+4
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)....	1,736	1,425	1,734	+22	(²)	13,747	+3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,314	1,156	1,524	+14	-14	16,772	-6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	853	635	909	+34	-6	7,582	+4
Pacific.....	4,492	3,532	4,450	+27	+1	37,348	+3
California.....	3,682	2,906	3,712	+27	-1	30,686	+1
Washington and Oregon.....	810	626	738	+29	+10	6,662	+14

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1962			August 1961*			First 8 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds	Value	Average value	Pounds	Value	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	126,863	48,483	...	115,910	44,783	...	899,114	875,520	+3	352,127	345,793	+2
Package goods made to retail at:												
\$1.00 or more												
per pound.....	2,253	2,025	\$0.899	2,092	2,022	\$0.967	24,745	23,096	+7	27,726	26,783	+4
\$0.50 to \$0.99												
per pound.....	10,632	5,307	0.499	9,956	4,985	0.501	72,543	71,627	+1	36,275	36,230	(³)
Less than \$0.50												
per pound.....	20,848	5,663	0.272	16,583	4,431	0.267	149,253	134,643	+11	39,596	35,494	+12
Bar goods.....	57,420	22,907	0.399	51,934	20,517	0.395	407,171	401,453	+1	161,559	159,342	+1
5¢ and 10¢ specialties.....	16,245	7,212	0.444	16,295	7,373	0.452	115,250	108,085	+7	51,138	49,709	+3
Bulk goods ²	19,465	5,369	0.276	19,050	5,455	0.286	130,152	136,616	-5	35,833	38,235	-6

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

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Current Industrial Reports

U.S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

SERIES: M20C(62)-9

FOR RELEASE:
November 6, 1962

BUREAU OF THE CENSUS
Richard M. Scammon, Director

CONFECTIONERY (Including Chocolate Products)

SEPTEMBER 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$140.8 million in September 1962. This was 48 percent above sales for August 1962 and 2 percent above sales for September of last year. Sales of manufacturer-wholesalers at \$111.3 million were 49 percent above sales in August 1962 and 2 percent above sales in September 1961. Manufacturer-retailers sales were 19 percent above the August 1962 level of \$4.4 million and 11 percent above the level of September of last year. Sales of chocolate manufacturers were 50 percent above sales for August 1962, and 2 percent above September 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first nine months of 1962 poundage sales were up 3 percent compared with the same period last year. However, the increase in dollar sales was 2 percent. Poundage sales of bar goods were 1 percent above and poundage sales of package goods retailing above 50 cents were up 3 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		September 1961 (\$1,000)	Percent change		Estimated sales year to date	
	September (\$1,000)	August (\$1,000)		September 1962 from August 1962	September 1962 from September 1961	9 months 1962 (\$1,000)	Percent change 9 from months 1961
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	140,783	95,101	137,647	+48	+2	874,586	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	111,276	74,531	109,002	+49	+2	693,337	+2
Manufacturer-retailers ¹	5,241	4,421	4,741	+19	+11	49,536	(2)
Chocolate manufacturers.....	24,266	16,149	23,904	+50	+2	131,713	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATE							
New England.....	11,775	8,036	12,332	+47	-5	66,297	-4
Middle Atlantic.....	32,915	23,198	32,115	+42	+2	217,167	+3
New York and New Jersey.....	19,314	15,768	19,324	+22	(2)	129,111	+2
Pennsylvania.....	13,601	7,430	12,791	+83	+6	88,056	+4
East North Central.....	47,318	28,028	44,267	+69	+7	257,094	+3
Illinois.....	42,876	25,179	39,993	+70	+7	228,664	+3
Ohio and Indiana.....	3,020	1,906	2,941	+55	+3	19,482	+5
Michigan and Wisconsin.....	1,422	943	1,333	+51	+7	8,948	+5
West North Central.....	4,135	3,242	4,552	+28	-9	32,701	-2
Minnesota, Kansas, South Dakota, and Nebraska.....	2,064	1,579	2,234	+31	-8	17,505	-5
Iowa and Missouri.....	2,071	1,663	2,318	+25	-11	15,196	+2
South Atlantic.....	4,303	3,629	4,633	+19	-7	33,796	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,704	1,484	1,830	+15	-7	14,140	+1
Georgia and Florida.....	2,599	2,145	2,803	+21	-7	19,656	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,308	1,736	2,131	+33	+8	16,055	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	2,409	1,314	2,379	+83	+1	19,181	-5
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,027	858	1,150	+20	-11	8,614	+2
Pacific.....	5,086	4,490	5,443	+13	-7	42,432	+2
California.....	3,943	3,680	4,353	+7	-9	34,627	(2)
Washington and Oregon.....	1,143	810	1,090	+41	+5	7,805	+1

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1962			September 1961*			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	177,680	72,424	...	174,556	72,022	...	1,078,811	1,050,075	+3	425,447	417,815	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	5,802	5,600	0.465	5,671	5,836	\$1.029	31,547	28,767	+6	33,321	32,619	+2
\$0.50 to \$0.99 per pound.....	21,580	10,549	0.489	21,081	10,367	0.492	94,254	92,708	+2	46,854	46,597	+1
Less than \$0.50 per pound.....	29,962	8,819	0.294	25,581	7,557	0.297	180,218	160,224	+12	48,660	42,831	+14
Bar goods.....	6,495	33,375	0.413	80,230	33,074	0.412	488,076	481,683	+1	124,937	192,416	+1
1/4 and 1/2 specialties.....	15,174	6,890	0.454	15,841	7,208	0.455	131,492	123,926	+6	58,600	56,917	+3
Block goods ²	24,253	7,188	0.296	26,151	8,200	0.314	174,245	162,767	-5	42,975	40,457	-3

*Revised.

¹Select group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

U. S. DEPARTMENT OF COMMERCE
Luther H. Hodges, Secretary

SERIES: M20C(62)-10

BUREAU OF THE CENSUS
Richard M. Scammon, Director

FOR RELEASE:
December 7, 1962

CONFECTIONERY (Including Chocolate Products)

OCTOBER 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$143.7 million in October 1962. This was 2 percent above sales for September 1962 and 3 percent above sales for October of last year. Sales of manufacturer-wholesalers at \$115.4 million were 4 percent above sales in September 1962 and 2 percent above sales in October 1961. Manufacturer-retailers sales were 28 percent above the September 1962 level of \$5.2 million and 7 percent above the level of October of last year. Sales of chocolate manufacturers were 11 percent below sales for September 1962, and 7 percent above October 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first ten months of 1962 poundage sales were up 3 percent compared with the same period last year. However, the increase in dollar sales was 2 percent. Poundage sales of bar goods were 1 percent above and poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		October* 1961	Percent change		Estimated sales year to date	
	October	September*		October 1962 from September 1962	October 1962 from October 1961	10 months 1962	Percent change from 10 months 1961
	(\$1,000)	(\$1,000)				(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	143,657	140,800	139,794	+2	+3	1,018,698	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	115,415	111,321	113,337	+4	+2	809,235	+2
Manufacturer-retailers ¹	6,651	5,213	6,215	+28	+7	56,159	+1
Chocolate manufacturers.....	21,591	24,266	20,242	-11	+7	153,304	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALEERS BY DIVISION AND STATE							
New England.....	12,337	11,775	13,158	+5	-6	78,634	-4
Middle Atlantic.....	31,162	32,936	29,952	-5	+4	248,350	+3
New York and New Jersey.....	17,731	19,329	17,459	-8	+2	146,857	+2
Pennsylvania.....	13,431	13,607	12,493	-1	+8	101,493	+5
East North Central.....	47,294	47,344	43,993	(²)	+8	304,404	+4
Illinois.....	40,720	42,899	38,268	-5	+6	269,407	+4
Ohio and Indiana.....	5,000	3,023	4,099	+65	+22	24,485	+8
Michigan and Wisconsin.....	1,574	1,422	1,626	+11	-3	10,512	+3
West North Central.....	5,344	4,135	5,743	+29	-7	38,045	-3
Minnesota, Kansas, South Dakota, and Nebraska.....	2,544	2,064	3,025	+23	-16	20,049	-6
Iowa and Missouri.....	2,800	2,071	2,718	+35	+3	17,996	+2
South Atlantic.....	5,649	4,253	6,218	+33	-9	39,395	(²)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,236	1,660	2,769	+35	-19	16,332	-3
Georgia and Florida.....	3,413	2,593	3,449	+32	-1	23,063	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	3,198	2,306	3,188	+39	(²)	19,251	+3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	3,101	2,409	3,456	+29	-10	22,282	-6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,345	1,027	1,400	+31	-4	9,959	+1
Pacific.....	5,985	5,136	6,229	+17	-4	48,915	+2
California.....	4,725	3,993	5,053	+18	-6	39,850	(²)
Washington and Oregon.....	1,260	1,143	1,176	+10	+7	9,065	+12

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1962			October 1961*			First 10 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
TOTAL SALES OF SELECTED ESTABLISH- MENTS.....	171,099	68,851	...	166,778	67,869	...	1,251,126	1,216,853	+3	494,607	485,684	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	6,153	5,650	0.920	5,744	5,885	1.025	36,700	34,511	+6	38,980	38,504	+1
\$0.50 to \$0.99 per pound.....	23,347	11,178	0.479	21,852	10,709	0.490	117,716	114,560	+3	58,118	57,306	+1
Less than \$0.50 per pound.....	27,726	8,385	0.302	24,324	6,963	0.286	209,179	184,548	+13	57,402	49,794	+15
Bar goods.....	70,313	28,821	0.410	73,151	29,736	0.407	558,369	554,834	+1	223,745	222,152	+1
5¢ and 10¢ specialties.....	16,117	7,237	0.449	14,559	6,654	0.457	147,753	138,485	+7	65,890	63,571	+4
Bulk goods ²	27,443	7,571	0.276	27,148	7,922	0.292	181,409	189,915	-4	50,472	54,357	-7

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.

Current Industrial Reports

SERIES: M20C(62)-11

FOR RELEASE:
January 11, 1963

CONFECTIONERY (Including Chocolate Products)

NOVEMBER 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$134.3 million in November 1962. This was 6 percent below sales for October 1962 and 1 percent above sales for November of last year. Sales of manufacturer-wholesalers at \$110.8 million were 4 percent below sales in October 1962 and approximately the same as sales in November 1961. Manufacturer-retailers sales were 16 percent above the October 1962 level of \$6.7 million and 3 percent below the level of November of last year. Sales of chocolate manufacturers were 27 percent below sales for October 1962, and 4 percent above November 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the first eleven months of 1962 poundage sales were up 2 percent compared with the same period last year. However, the increase in dollar sales was 1 percent. Poundage sales of bar goods were approximately the same as in the first eleven months of 1961 and poundage sales of package goods retailing above 50 cents were up 3 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		November* 1961	Percent change		Estimated sales year to date	
	November	October*		November 1962 from October 1962	November 1962 from November 1961	11 months 1962	Percent change from 11 months 1961
	(\$1,000)	(\$1,000)				(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	134,349	143,310	133,604	-6	+1	1,152,700	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	110,790	115,061	110,388	-4	(2)	919,671	+2
Manufacturer-retailers ¹	7,715	6,658	7,336	+16	-3	63,321	+1
Chocolate manufacturers.....	15,844	21,591	15,280	-27	+4	169,148	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALE BY DIVISION AND STATE							
New England.....	11,250	12,336	11,691	-9	-4	89,883	-4
Middle Atlantic.....	32,172	31,243	32,492	+3	-1	280,603	+3
New York and New Jersey.....	16,981	17,812	18,202	-5	-7	163,919	+1
Pennsylvania.....	15,191	13,431	14,290	+13	+6	116,684	+5
East North Central.....	35,913	46,873	35,125	-23	+2	339,396	+4
Illinois.....	30,206	40,299	29,911	-25	+1	299,192	+3
Ohio and Indiana.....	4,224	5,000	3,640	-16	+16	28,709	+9
Michigan and Wisconsin.....	1,483	1,574	1,574	-6	-6	11,995	+2
West North Central.....	8,742	5,344	7,809	+64	+12	46,787	(2)
Minnesota, Kansas, South Dakota, and Nebraska.....	4,157	2,544	4,112	+63	+1	24,206	-5
Iowa and Missouri.....	4,585	2,800	3,697	+64	+24	22,581	+6
South Atlantic.....	6,761	5,652	7,352	+30	-8	46,159	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,516	2,239	2,868	+12	-12	18,851	-4
Georgia and Florida.....	4,245	3,413	4,484	+24	-5	27,308	+1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	3,004	3,187	2,986	-6	+1	22,244	+3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	4,338	3,100	4,129	+40	+5	26,619	-4
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	2,200	1,345	2,288	+64	-4	12,159	(2)
Pacific.....	6,410	5,981	6,516	+7	-2	55,321	+2
California.....	4,757	4,721	4,951	+1	-4	44,603	(2)
Washington and Oregon.....	1,653	1,260	1,565	+31	+6	10,718	+11

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1962			November 1961*			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds	Value	Average	Pounds	Value	Average	1962	1961*	Percent	1962	1961*	Percent
	(1,000)	(\$1,000)	value	(1,000)	(\$1,000)	value			change from 1961			change from 1961
TOTAL SALES OF SELECTED ESTABLISHMENTS....	137,795	59,069	...	139,274	59,806	...	1,388,808	1,356,127	+2	553,562	545,490	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	10,223	10,858	\$1.062	9,193	10,172	\$1.106	46,923	43,704	+7	49,838	48,676	+2
\$0.50 to \$0.99 per pound.....	19,155	9,201	0.480	19,993	10,030	0.502	136,568	134,553	+1	67,197	67,336	(3)
Less than \$0.50 per pound.....	26,230	7,585	0.289	25,002	7,111	0.284	235,666	209,550	+12	65,028	56,905	+14
Bar goods.....	49,022	19,860	0.405	51,460	20,840	0.405	607,387	606,294	(3)	243,602	240,992	(3)
5¢ and 10¢ specialties.....	12,898	5,881	0.456	12,010	5,578	0.464	160,687	150,495	+7	71,785	69,149	+4
Bulk goods ²	20,267	5,685	0.280	21,616	6,075	0.281	201,577	211,531	-5	56,112	60,432	-7

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.

Current Industrial Reports

SERIES: M20C(62)-12

FOR RELEASE:
February 6, 1963

CONFECTIONERY (Including Chocolate Products)

DECEMBER 1962

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$106.0 million in December 1962. This was 21 percent below sales for November 1962 and 3 percent below sales for December of last year. Sales of manufacturer-wholesalers at \$78.6 million were 29 percent below sales in November 1962 and 2 percent below sales in December 1961. Manufacturer-retailers sales were 90 percent above the November 1962 level of \$7.7 million and 13 percent below the level of December of last year. Sales of chocolate manufacturers were 20 percent below sales for November 1962, and 3 percent above December 1961.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated for the twelve months of 1962 poundage sales were up 2 percent compared with the same period last year. However, the increase in dollar sales was 1 percent. Poundage sales of bar goods were up 1 percent compared with the twelve months of 1961 and poundage sales of package goods retailing above 50 cents were up 2 percent compared with last year. (See reverse, table 2, for detailed statistics.)

NOTE--Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturers-wholesalers and chocolate manufacturers which in 1957 accounted for about 50 percent of the sales of these classes of producers.

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Item	Estimated sales of current month and comparisons						
	1962		December* 1961	Percent change		Estimated sales year to date	
	December	November*		December 1962 from November 1962	December 1962 from December 1961	12 months 1962	Percent change from 12 months 1961
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, ESTIMATED TOTAL.....	105,970	134,048	109,516	-21	-3	1,259,940	+2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	78,636	110,524	80,307	-29	-2	999,612	+2
Manufacturer-retailers ¹	14,634	7,721	16,879	+9	-13	78,521	-2
Chocolate manufacturers.....	12,700	15,803	12,330	-20	+3	181,807	+6
TOTAL ESTIMATED SALES OF MANUFACTURER-WHOLESALERS BY DIVISION AND STATE							
New England.....	10,275	11,225	10,008	-8	+3	100,133	-3
Middle Atlantic.....	18,844	32,208	19,607	-41	-4	299,815	+2
New York and New Jersey.....	10,326	17,011	10,895	-39	-5	174,275	(²)
Pennsylvania.....	8,518	15,197	8,712	-44	-2	125,540	+5
East North Central.....	26,919	36,135	27,583	-26	-2	368,276	++
Illinois.....	23,127	30,557	22,371	-24	+3	323,739	++
Ohio and Indiana.....	2,457	4,224	3,959	-42	-38	31,166	+3
Michigan and Wisconsin.....	1,335	1,554	1,253	-14	+7	13,401	+3
West North Central.....	7,333	8,161	6,818	-10	+8	53,539	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	4,078	4,157	4,078	-2	(²)	28,284	+4
Iowa and Missouri.....	3,255	4,004	2,740	-19	+19	25,255	+12
South Atlantic.....	3,955	6,775	4,161	-42	-5	50,128	-2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,669	2,530	1,904	-34	-12	20,534	-5
Georgia and Florida.....	2,286	4,245	2,257	-46	+1	29,594	+1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,100	3,007	1,861	-30	+13	24,347	+4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	2,525	4,403	2,516	-43	(²)	29,209	-4
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,895	2,200	1,911	-14	-1	14,054	+6
Pacific.....	4,790	6,410	5,842	-25	-18	60,111	(²)
California.....	3,565	4,757	4,637	-25	-23	48,168	-2
Washington and Oregon.....	1,225	1,653	1,205	-26	+2	11,943	+10

*Revised.

¹Retailers with two or more outlets.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1962			December 1961*			First 12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds	Value	Average value	Pounds	Value	Average value	1962	1961*	Percent change from 1961	1962	1961*	Percent change from 1961
	(1,000)	(\$1,000)		(1,000)	(\$1,000)							
TOTAL SALES OF SELECTED ESTABLISHMENTS....	100,121	42,735	...	105,016	44,183	...	1,495,868	1,461,743	+2	597,824	589,073	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	7,105	7,773	\$1.094	7,683	7,073	\$0.999	54,067	51,387	+5	57,571	50,349	+2
\$0.50 to \$0.99 per pound.....	9,239	4,564	0.494	9,870	4,843	0.491	145,847	144,423	+1	71,761	72,179	-1
Less than \$0.50 per pound.....	15,698	4,246	0.270	17,259	4,780	0.277	252,473	226,809	+11	69,550	61,685	+13
Bar goods.....	41,094	16,863	0.410	42,863	17,440	0.407	653,852	649,157	+1	261,631	260,432	(³)
5¢ and 1¢ specialties.....	11,376	5,123	0.450	10,214	4,734	0.463	172,210	160,709	+7	70,283	73,884	+4
Bulk goods ²	15,609	4,166	0.267	17,727	4,713	0.266	217,459	229,258	-5	60,358	67,247	-7

*Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail account for approximately half of the total dollar sales of manufacturers.²Includes penny goods.³Less than 0.5 percent change.



Confectionery (Including Chocolate Products)

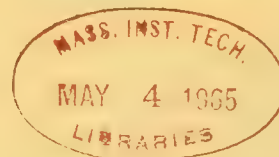
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FOR RELEASE: February 9, 1965

SERIES: M20C(64)-12

December 1964



Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$124.6 million in December 1964. This was 10 percent below sales for November 1964 and 5 percent above sales for December of last year. Sales of manufacturer-wholesalers at \$97.2 million were 23 percent below sales for November 1964 and 9 percent above sales for December 1963. Manufacturer-retailers' sales were 128 percent above the November 1964 level of \$6.1 million and 15 percent below sales for December of last year. Sales of chocolate manufacturers were 2 percent below sales for November 1964 and 3 percent below sales for December 1963.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for 1964 were up 3 percent and dollar sales were up 5 percent compared with the same period last year. Poundage sales of bar goods were down 2 percent compared with 1963 and poundage sales of package goods retailing above 50 cents were up 12 percent compared with last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The value reported in table 1 for manufacturer-retailers (retailers with two or more outlets who manufacture their own candy) is reported at f.o.b. factory level rather than retail level. Thus, the monthly sales for this group are not comparable to monthly and annual figures published in the monthly series prior to January 1959 and annual series prior to 1957.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS Richard M. Seammon, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1964		December ^r 1963 (\$1,000)	Percent change		Estimated sales year to date	
	December (\$1,000)	November ^r (\$1,000)		December 1964 from November 1964	December 1964 from December 1963	12 months 1964 (\$1,000)	Percent change from 12 months 1963
ESTIMATED TOTAL DOLLAR SALES.....	124,595	139,170	118,770	-10	+5	1,404,763	+7
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	97,201	119,261	88,371	-18	+10	1,146,264	+10
Manufacturer-retailers ¹	13,880	6,097	16,410	+28	-15	70,593	-16
Chocolate manufacturers.....	13,514	13,812	13,989	-2	-3	187,906	(²)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	12,212	11,818	11,065	+3	+10	116,234	+14
Middle Atlantic.....	27,244	36,246	23,536	-25	+16	356,830	+12
New York and New Jersey.....	16,645	20,125	13,169	-17	+26	212,352	+16
Pennsylvania.....	10,599	16,121	10,367	-34	+2	144,478	+8
East North Central.....	30,841	37,296	29,147	-17	+6	405,205	+8
Illinois.....	26,261	30,963	24,305	-15	+8	350,583	+9
Ohio and Indiana.....	3,736	5,263	3,497	-29	+7	42,940	+8
Michigan and Wisconsin.....	844	1,070	1,345	-21	-37	11,682	+16
West North Central.....	8,242	8,688	7,023	-5	+17	59,530	+11
Minnesota, Kansas, South Dakota, and Nebraska.....	4,567	4,580	3,821	(²)	+20	30,341	+14
Iowa and Missouri.....	3,675	4,108	3,202	-11	+15	29,189	+9
South Atlantic.....	4,615	6,933	5,028	-33	-8	57,610	+9
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,890	2,503	1,635	-24	+16	21,927	+13
Georgia and Florida.....	2,725	4,430	3,393	-38	-20	35,683	+8
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,887	2,543	1,679	-26	+12	22,463	-3
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)....	3,533	5,829	3,522	-39	(²)	41,054	+6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	2,385	2,660	2,092	-10	+17	17,369	+14
Pacific.....	6,242	7,248	5,339	-14	+17	69,969	+8
California.....	4,693	5,567	3,966	-16	+18	57,125	+7
Washington and Oregon.....	1,549	1,681	1,373	-8	+13	12,844	+12

^rRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1964			December 1963			12 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1964	1963	Percent change from 1963	1964	1963	Percent change from 1963
TOTAL SALES OF SELECTED ESTABLISHMENTS..	161,593	67,782	-	159,793	67,968	-	2,173,131	2,117,825	+3	871,804	830,598	+5
Package goods made to retail at:												
\$1.00 or more per pound.....	11,015	10,886	\$0.988	10,963	11,479	\$1.047	75,235	72,532	+4	77,240	74,347	+4
\$0.50 to \$0.99 per pound.....	16,723	8,609	0.515	15,015	7,696	0.513	220,248	192,084	+15	108,737	95,331	+14
Less than \$0.50 per pound.....	35,411	9,244	0.261	35,386	9,547	0.270	486,244	474,939	+2	135,434	131,806	+3
Bar goods.....	55,088	23,844	0.433	56,758	24,751	0.436	822,081	838,360	-2	350,842	345,753	+1
5¢ and 10¢ specialties.....	17,113	7,596	0.444	16,947	7,756	0.458	234,945	211,407	+11	105,715	94,098	+12
Bulk goods ²	26,243	7,603	0.290	24,724	6,739	0.273	334,378	328,503	+2	95,836	89,263	+5

- Represents zero.

^rRevised.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

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JUN 21 1965

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Confectionery (Including Chocolate Products) Summary for 1964

FOR RELEASE: June 4, 1965

SERIES: M20C(64)-13

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,395 million in 1964, up 6 percent from the previous year's figure of \$1,319 million. There was an increase in sales of 8 percent by manufacturer-wholesalers. Sales of chocolate manufacturers remained approximately the same as in 1963.

Sales of manufacturer-retailers decreased 8 percent. Some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these respondents accounted for approxi-

mately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers, and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957.

This report is the result of a joint effort by the Business and Defense Services Administration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery, Sales and Distribution, 1964" to be published in the near future by the Business and Defense Services Administration.

Table 1.--MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS: 1962-1964

(In millions)

Kind of business	1964		1963		1962	
	Pounds	Value	Pounds	Value	Pounds	Value
TOTAL.....	3,419	1,395	^r 3,267	^r 1,319	3,121	1,251
Manufacturer-wholesalers.....	3,004	1,133	^r 2,828	1,046	2,687	991
Manufacturer-retailers.....	79	72	87	84	78	75
Chocolate manufacturers.....	336	190	^r 352	^r 189	356	185

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^rRevised.

Inquiries concerning these statistics should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D. C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
BUSINESS AND DEFENSE SERVICES ADMINISTRATION

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS, BY MONTH: 1962-1964

(Millions of dollars)

Month	Total			Manufacturer-wholesaler			Manufacturer-retailer			Chocolate manufacturer		
	1964	1963 ^r	1962	1964	1963	1962	1964	1963	1962	1964	1963 ^r	1962
TOTAL.....	1,395	1,319	1,251	1,133	1,046	991	72	84	75	189	190	185
January.....	130	114	108	104	92	87	5	4	4	21	18	17
February.....	119	110	104	96	85	81	8	8	7	15	17	16
March.....	109	106	109	85	84	88	10	6	5	14	16	16
April.....	105	94	93	84	71	70	4	10	10	17	13	13
May.....	88	89	79	74	71	64	4	5	4	10	13	11
June.....	85	83	73	72	68	60	3	5	4	10	10	9
July.....	77	75	69	65	61	56	3	4	4	9	10	9
August.....	100	95	94	79	76	74	4	4	4	17	15	16
September.....	160	155	140	128	122	111	4	5	5	27	27	24
October.....	160	148	142	132	118	114	6	8	6	22	22	22
November.....	138	133	134	118	110	109	6	8	8	14	15	17
December.....	124	119	106	96	88	77	15	17	14	13	14	15

^rRevised.

Table 3.--POUNDRAGE AND DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS: 1962-1964

Division and State	1964		1963		1962	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,419,554	1,394,647	3,267,326	1,319,171	3,121,257	1,251,072
Manufacturer-wholesalers.....	3,004,256	1,132,781	2,828,205	1,045,358	2,687,229	991,402
Manufacturer-retailers.....	79,308	72,012	86,596	83,738	77,883	75,157
Chocolate manufacturers.....	335,990	189,854	352,525	189,575	356,145	184,513
MANUFACTURER-WHOLESALERS						
New England.....	265,031	108,133	241,773	102,270	250,163	100,130
Middle Atlantic.....	823,545	351,210	758,085	317,225	709,485	301,189
New York and New Jersey.....	519,150	206,622	471,802	183,531	439,655	174,081
Pennsylvania.....	304,395	144,588	286,283	133,694	269,830	127,108
East North Central.....	1,207,127	404,972	1,158,454	376,784	1,132,724	355,153
Illinois.....	1,037,221	350,581	990,760	322,988	992,199	303,613
Ohio and Indiana.....	134,539	42,649	132,591	39,910	108,658	38,139
Michigan and Wisconsin.....	35,367	11,742	35,103	13,886	31,867	13,401
West North Central.....	145,439	59,136	135,332	53,574	121,994	48,536
Minnesota, Kansas, South Dakota, and Nebraska.....	61,638	30,141	52,180	26,716	56,651	25,966
Iowa and Missouri.....	83,801	28,995	83,152	26,858	65,343	22,570
South Atlantic.....	143,349	58,209	133,765	52,654	128,213	49,924
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	58,651	22,170	49,519	19,461	55,793	20,253
Georgia and Florida.....	84,698	36,039	84,246	33,193	72,420	29,671
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	80,352	22,820	87,996	23,231	92,226	23,421
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	116,786	40,992	110,849	38,908	68,222	38,409
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	25,209	17,369	23,192	15,214	21,004	13,840
Pacific.....	197,418	69,940	178,759	65,998	163,198	60,800
California.....	168,425	57,096	149,743	53,608	135,722	49,267
Washington and Oregon.....	28,993	12,844	29,016	12,390	27,476	11,533

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 4.--ESTIMATED POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF PRODUCT: 1962-1964

Type of product	1964			1963 ^r			1962		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,340,246	1,322,635	\$0.396	3,180,730	1,235,433	\$0.388	3,043,374	1,175,915	\$0.386
Package goods made to retail at:									
\$1.00 or more per pound....	130,043	129,913	0.999	120,027	121,301	1.011	124,228	122,462	0.986
\$0.50 to \$0.99 per pound...	371,084	166,595	0.449	309,343	139,072	0.450	282,822	129,444	0.458
Less than \$0.50 per pound..	716,447	201,129	0.281	715,112	195,090	0.273	702,886	190,218	0.271
Bar goods.....	1,090,701	464,265	0.426	1,051,268	445,994	0.424	1,019,691	425,367	0.418
Bulk goods ¹	678,071	208,223	0.307	669,285	197,933	0.296	616,121	181,322	0.294
5¢ and 10¢ specialties.....	353,900	152,510	0.431	315,695	136,043	0.431	297,626	127,102	0.427

Note: The 1962, 1963, and 1964 figures are estimated based on reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers which accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960.

^rRevised.

¹Includes penny goods.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

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Confectionery (Including Chocolate Products)

Dewey

MASS. INST. TECH.

APR 28 1965

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FOR RELEASE: March 30, 1965

MASS 1ST SERIES: M20C(65)-1

APR 27 1965

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January 1965

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$118.7 million in January 1965. This was 5 percent below sales for December 1964 and 9 percent below sales for January of last year. Sales of manufacturer-wholesalers at \$97.1 million were 1 percent below sales for December 1964 and 8 percent below sales for January 1964. Manufacturer-retailers' sales were 67 percent below the December 1964 level of \$14.0 million and approximately the same as sales for January of last year. Sales of chocolate manufacturers were 26 percent above sales for December 1964 and 17 percent below sales for January 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first month of 1965 were down 8 percent and dollar sales were down 10 percent compared with the same period last year. Poundage sales of bar goods were down 11 percent compared with January 1964 and poundage sales of package goods retailing above 50 cents were up 2 percent compared with last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE

John T. Connor, Secretary

BUREAU OF THE CENSUS

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons				
	January 1965 (\$1,000)	1964		Percent change	
		December ¹ (\$1,000)	January ² (\$1,000)	January 1965 from December 1964	January 1965 from January 1964
ESTIMATED TOTAL DOLLAR SALES.....	118,712	125,131	130,087	-5	-5
BY KIND OF BUSINESS:					
Manufacturer-wholesalers.....	97,104	97,754	104,963	-1	-8
Manufacturer-retailers ¹	4,668	13,955	4,853	-67	(²)
Chocolate manufacturers.....	16,940	13,422	20,451	+26	-17
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA					
New England.....	9,816	12,950	10,981	-24	-11
Middle Atlantic.....	32,467	27,440	35,448	+18	-8
New York and New Jersey.....	16,168	14,627	16,542	-3	-2
Pennsylvania.....	16,299	10,814	18,906	+50	-14
East North Central.....	31,016	30,729	34,674	+1	-11
Illinois.....	26,798	26,266	29,722	+2	-10
Ohio and Indiana.....	3,238	5,736	3,245	-13	(²)
Michigan and Wisconsin.....	980	727	1,707	+35	-43
West North Central.....	5,242	6,048	4,757	-35	+15
Minnesota, Kansas, South Dakota, and Nebraska.....	3,087	4,567	2,718	-32	+14
Iowa and Missouri.....	2,155	3,481	1,939	-38	+11
South Atlantic.....	4,764	4,557	4,500	+5	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,752	1,825	1,700	-4	+3
Georgia and Florida.....	3,012	2,732	2,800	+10	+8
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,408	1,844	1,845	-24	-24
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	5,104	3,533	5,170	+44	-1
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,680	2,586	1,637	-30	+3
Pacific.....	5,607	6,242	6,071	-10	-8
California.....	4,282	4,757	4,766	-9	-10
Washington and Oregon.....	1,325	1,549	1,305	-14	+2

¹Revised.²Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.³Less than 0.5 percent change.

Table 2.--POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1965			January 1964			Percent change January 1965 from January 1964	
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value ² (\$1,000)	Average value	Pounds	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	174,055	74,325	-	189,586	82,566	-	-8	-10
Package goods made to retail at:								
\$1.00 or more per pound.....	8,712	11,503	\$1.320	8,787	11,035	\$1.279	+1	-4
\$0.50 to \$0.99 per pound.....	14,224	8,310	\$0.509	15,647	8,292	\$0.511	-10	(³)
Less than \$0.50 per pound.....	5,119	8,856	\$2.72	36,312	10,700	\$2.96	-10	-18
Bar goods.....	68,440	20,759	\$4.35	70,770	34,507	\$4.50	-11	-14
5¢ and 10¢ specialties.....	18,755	8,462	\$0.41	20,357	9,335	\$4.59	-8	-9
Bulk goods ²	29,219	7,435	\$2.54	31,591	8,611	\$2.75	-8	-14

- Represents zero.

¹Revised.²Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.³Includes penny goods.⁴Less than 0.5 percent change.

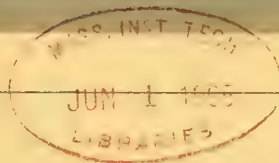


Confectionery (Including Chocolate Products)

February 1965

FOR RELEASE: April 13, 1965

SERIES: M20C(65)-2



Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$116.5 million in February 1965. This was less than 1 percent below sales for January 1965 and 2 percent below sales for February of last year. Sales of manufacturer-wholesalers at \$93.9 million were 1 percent below sales for January 1965 and 3 percent below sales for February 1964. Manufacturer-retailers' sales were 37 percent above the January 1965 level of \$4.6 million and 8 percent below sales for February of last year. Sales of chocolate manufacturers were 5 percent below sales for January 1965 and 5 percent above sales for February 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first two months of 1965 were down 4 percent and dollar sales were down 6 percent compared with the same period last year. Poundage sales of bar goods were up 6 percent compared with February 1964 and poundage sales of package goods retailing above 50 cents were up 1 percent compared with February of last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE

John I. Connor, Secretary

BUREAU OF THE CENSUS

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimates sales of current month and comparisons						
	1965		February 1964 (\$1,000)	Percent change		Estimate sales year to date	
	February (\$1,000)	January ^a (\$1,000)		February 1965 from January 1965	February 1965 from February 1964	6 months 1965	Percent change from 6 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	116,476	116,850	119,377	(2)	-2	633,326	-6
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	93,392	95,174	97,074	-1	-3	189,066	-6
Manufacturer-retailers ¹	6,377	4,641	6,909	+37	-3	11,001	-5
Chocolate manufacturers.....	16,207	17,028	15,414	-5	+	33,235	-7
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	7,599	8,441	9,760	-10	-22	16,240	-23
Middle Atlantic.....	30,529	32,471	31,540	-6	-3	63,000	-6
New York and New Jersey.....	16,125	16,172	16,920	(2)	-5	31,397	-3
Pennsylvania.....	14,404	16,299	14,620	-12	-1	30,703	-8
East North Central.....	35,052	30,580	33,900	+15	+3	63,630	-4
Illinois.....	31,147	26,362	29,402	+18	+6	57,744	-3
Ohio and Indiana.....	3,042	3,230	3,347	-6	-9	6,280	-5
Michigan and Wisconsin.....	863	908	1,151	-12	-30	1,593	-37
West North Central.....	5,090	5,210	5,203	-2	-4	10,300	+
Minnesota, Kansas, South Dakota, and Nebraska.....	2,926	3,096	3,044	-5	-1	6,222	+6
Iowa and Missouri.....	2,164	2,114	1,354	+2	-7	4,278	(3)
South Atlantic.....	3,456	4,756	3,400	-17	+1	3,711	+
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,402	1,744	1,586	-20	-12	3,140	+
Georgia and Florida.....	2,054	3,012	2,320	-1	+10	3,700	+9
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).. West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,449	1,410	1,773	+3	-10	3,300	-21
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	3,000	3,000	3,000	-36	-9	1,500	-5
Pacific.....	1,200	1,680	1,559	-7	-21	2,907	-9
California.....	4,731	5,300	5,675	+4	+1	11,263	-4
Washington and Oregon.....	4,689	4,207	4,723	+11	-1	9,000	-6
	1,042	1,093	952	-21	+9	2,263	+5

^aRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Less than 0.5 percent change.³No change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1965			February 1964			First 3 months					
	Pounds (1,000)	Value (1,000)	Average value	Pounds ^a (1,000)	Value ^a (1,000)	Average value ^a	Pounds (1,000)			Value (1,000)		
							1965	1964 ^a	Percent change from 1964	1965	1964 ^a	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	173,915	72,463	-	147,537	73,304	-	368,123	368,123	-4	146,794	146,794	-6
Package goods made to retail at:												
\$1.00 or more per pound..	5,312	6,446	\$1.00	6,797	6,000	\$1.035	14,004	15,424	-9	16,949	18,067	-5
\$0.50 to \$0.99 per pound..	18,401	9,427	.512	16,796	8,641	.514	34,725	34,725	+4	17,737	17,737	-1
Less than \$0.50 per pound	37,619	10,628	.283	42,155	12,080	.287	70,224	70,224	-10	19,484	22,432	-13
Bar goods.....	71,283	30,360	.426	67,480	28,700	.431	139,723	144,232	-3	17,418	18,504	-6
5¢ and 10¢ specialties.....	19,714	8,956	.454	14,350	9,169	.640	38,469	39,689	-3	17,418	18,504	-6
Bulk goods ²	26,486	7,651	.289	25,976	7,504	.289	70,224	70,224	-10	19,484	22,432	-13

^aRepresents zero.¹Revised.²Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Statistics representing such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was expanded in 1962; therefore, figures in this table are not comparable to those outlined in Current Industrial Statistics for 1960, pages 10-11.³Includes penny goods.

Confectionery (Including Chocolate Products)

Dewey

March 1965



FOR RELEASE: May 13, 1965

D255

SERIES: M20C(65)-3

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$123.7 million in March 1965. This was 7 percent above sales for February 1965 and 12 percent above sales for March of last year. Sales of manufacturer-wholesalers at \$102.4 million were 11 percent above sales for February 1965 and 18 percent above sales for March 1964. Manufacturer-retailers' sales were 30 percent below the February 1965 level of \$7.2 million and 50 percent below sales for March of last year. Sales of chocolate manufacturers were approximately the same as for February 1965 and 14 percent above sales for March 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first three months of 1965 were up 3 percent and dollar sales were up 2 percent compared with the same period last year. Poundage sales of bar goods were up 8 percent compared with March 1964 and poundage sales of package goods retailing above 50 cents were up 53 percent compared with March of last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Washington, D.C. 20233.

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U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

John T. Connor, Secretary

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		March 1964 (\$1,000)	Percent change		Estimated sales year to date	
	March (\$1,000)	February ^r (\$1,000)		March 1965 from February 1965	March 1965 from March 1964	3 months 1965	Percent change from 3 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	123,703	116,117	110,935	+7	+12	359,092	-1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	102,428	92,650	86,620	+11	+18	292,674	+1
Manufacturer-retailers ¹	5,046	7,242	10,118	-30	-50	16,942	-27
Chocolate manufacturers.....	16,229	16,219	14,197	(²)	+14	49,476	-1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS BY GEOGRAPHIC AREA							
New England.....	7,597	6,944	9,161	+9	-17	22,982	-23
Middle Atlantic.....	35,077	30,238	26,638	+16	+32	100,208	+7
New York and New Jersey.....	15,514	15,807	15,540	+22	+24	53,715	+10
Pennsylvania.....	15,763	14,431	11,098	+9	+42	46,493	+4
East North Central.....	35,093	34,913	30,415	+1	+15	100,586	+2
Illinois.....	30,278	31,008	26,349	-2	+15	87,648	+3
Ohio and Indiana.....	4,034	3,042	3,245	+33	+24	10,314	+5
Michigan and Wisconsin.....	781	863	821	-10	-5	2,624	-30
West North Central.....	5,477	5,090	4,262	+8	+29	15,777	+11
Minnesota, Kansas, South Dakota, and Nebraska.....	3,104	2,926	2,193	+6	+42	9,126	+16
Iowa and Missouri.....	2,373	2,164	2,069	+10	+15	6,651	+5
South Atlantic.....	4,622	3,867	3,890	+20	+19	13,245	+8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,641	1,398	1,532	+17	+7	4,783	-1
Georgia and Florida.....	2,981	2,469	2,358	+21	+27	8,462	+13
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,749	1,449	1,428	+21	+22	4,608	-9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,125	3,259	3,412	+27	+21	12,478	+3
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,523	1,227	1,273	+24	+20	4,430	-1
Pacific.....	7,165	5,663	6,141	+27	+17	18,360	+3
California.....	5,892	4,689	5,113	+26	+15	14,788	+1
Washington and Oregon.....	1,273	1,974	1,028	+31	+24	3,572	+9

^rRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Less than 0.5 percent change.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1965			March 1964			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ^r (1,000)	Value ^r (\$1,000)	Average value ^r	1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	190,589	77,025	-	161,647	64,080	-	543,459	529,770	+3	223,819	219,950	+2
Package goods made to retail at:												
\$1.00 or more per pound..	6,774	6,725	\$1.031	4,707	4,708	\$1.000	20,747	20,131	+2	13,674	20,775	+4
.50 to \$.99 per pound..	19,178	9,696	.506	12,108	6,199	.512	53,705	45,647	+18	27,433	23,546	+17
Less than \$.50 per pound	41,150	11,302	.275	34,610	9,147	.264	111,374	112,282	-1	30,786	31,779	-3
Bar goods.....	73,682	31,044	.421	67,914	28,810	.424	213,405	212,146	+1	91,163	92,409	-1
5¢ and 10¢ specialties.....	21,828	10,124	.464	19,056	8,763	.460	60,297	55,745	+3	27,542	25,267	+1
Bulk goods ²	28,228	8,134	.288	23,252	6,453	.278	83,953	80,819	+4	23,221	22,384	+4

- Represents zero.

^rRevised.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery (Including Chocolate Products)

April 1965

FOR RELEASE: June 21, 1965

D255

SERIES: M20C(65)-4

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$108.2 million in April 1965. This was 12 percent below sales for March 1965 and 4 percent above sales for April of last year. Sales of manufacturer-wholesalers at \$85.0 million were 17 percent below sales for March 1965 and 14 percent above sales for April 1964. Manufacturer-retailers' sales were 95 percent above the March 1965 level of \$5.2 million and 161 percent above sales for April of last year. Sales of chocolate manufacturers were 20 percent below the sales for March 1965 and 21 percent below sales for April 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first four months of 1965 were up 2 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar products were approximately the same as in April 1964 and poundage sales of package products retailing above 50 cents were up 4 percent compared with April of last year. See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

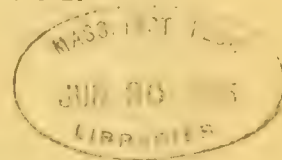
based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U. S. Department of Commerce, Bureau of the Census, Washington, D. C. 20233.



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U. S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

John T. Connor, Secretary

Table 1-11. MANUFACTURER'S CONFORTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		April ^c 1964	Percent change		Estimated sales year to date	
	April (\$1,000)	March ^c (\$1,000)		April 1965 from March 1965	April 1965 from April 1964	4 months 1965	Percent change from 4 months 1964
ESTIMATED TOTAL DOLLAR SALES	1,171	1,342	1,430	-1	+4	4,379	(¹)
BY KIND OF BUSINESS:							
Manufacturer-wholesaler.....	84,991	101,828	3,464	-17	+1	374,643	+1
Manufacturer-retailer.....	10,122	5,185	3,383	+25	+161	27,203	+1
Chocolate manufacturer.....	13,777	16,777	16,555	-2	-21	62,533	-6
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS BY GEOGRAPHIC AREA							
New England.....	6,346	7,597	7,554	-16	-19	29,328	-22
Middle Atlantic.....	25,743	34,445	23,532	-25	-10	122,677	(¹)
New York and New Jersey.....	14,526	14,446	16,699	-21	-13	64,227	-1
Pennsylvania.....	11,217	15,763	11,333	-29	-6	57,710	+2
East North Central.....	28,771	34,612	20,358	-14	+5	129,993	+2
Illinois.....	26,218	29,858	24,553	-12	+7	113,446	+4
Ohio and Indiana.....	3,055	4,34	3,37	-24	+1	13,569	+4
Michigan and Wisconsin.....	615	720	763	-12	-20	3,179	-32
West North Central.....	5,479	5,539	4,502	-1	+22	21,318	+14
Minnesota, Kansas, South Dakota, and Nebraska.....	2,976	3,120	2,188	-2	+36	12,118	+21
Iowa and Missouri.....	2,503	2,419	2,314	+3	+8	9,200	+6
South Atlantic.....	5,217	4,622	3,691	+13	+41	18,462	+15
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,257	1,641	1,34	+32	+67	7,340	+14
Georgia and Florida.....	2,960	2,351	2,343	-1	+26	11,422	+16
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,414	1,749	1,540	-19	-8	6,022	-9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,298	4,125	3,145	-20	+16	15,776	+5
Mountain (Colorado, Colorado, Idaho, New Mexico, and Utah).....	1,477	1,437	1,337	+3	+7	5,823	(¹)
Pacific.....	6,128	7,901	5,114	-22	+20	25,224	+9
California.....	5,250	6,628	4,202	-21	+20	20,774	+10
Washington and Oregon.....	378	1,273	1,112	-31	-4	4,450	+6

^aRevised.

^bLess than .1 percent change.

^cIncludes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

^dDoes not include Alaska and Hawaii.

Table 1-12. POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1965			April 1964			First 4 months					
	Pounds ^c (1,000)	Value ^c (\$1,000)	Average value	Pounds ^c (1,000)	Value ^c (\$1,000)	Average value ^c	Pounds (1,000)		Value (\$1,000)			
							1965	1964 ^b	1965	1964 ^b	Percent change from 1964	
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	163,272	64,221	-	163,400	64,451	-	637,777	637,777	+2	288,040	286,467	+1
Package goods made to retail at:												
At or above per pound..	5,804	6,117	\$1.054	6,093	6,000	\$1.000	20,341	20,341	-	29,791	28,875	+3
Below to \$1.00 per pound..	13,306	6,676	0.484	13,306	6,481	0.507	67,709	68,439	+16	34,100	30,027	+14
Less than \$1.00 per pound	34,312	8,796	0.256	34,312	9,204	0.268	146,769	149,036	+1	58,789	48,785	+3
Bar goods.....	6,128	27,100	4.416	67,376	7,133	0.453	77,425	77,425	(^d)	118,265	121,602	-3
2 and 1/2 oz. and 1 oz. and 1/2 oz. and 1/4 oz. and 1/8 oz. and 1/16 oz. and 1/32 oz. and 1/64 oz. and 1/128 oz. and 1/256 oz. and 1/512 oz. and 1/1024 oz. and 1/2048 oz. and 1/4096 oz. and 1/8192 oz. and 1/16384 oz. and 1/32768 oz. and 1/65536 oz. and 1/131072 oz. and 1/262144 oz. and 1/524288 oz. and 1/1048576 oz. and 1/2097152 oz. and 1/4194304 oz. and 1/8388608 oz. and 1/16777216 oz. and 1/33554432 oz. and 1/67108864 oz. and 1/134217728 oz. and 1/268435456 oz. and 1/536870912 oz. and 1/1073741824 oz. and 1/2147483648 oz. and 1/4294967296 oz. and 1/8589934592 oz. and 1/17179869184 oz. and 1/34359738368 oz. and 1/68719476736 oz. and 1/137438953472 oz. and 1/274877906944 oz. and 1/549755813888 oz. and 1/1099511627776 oz. and 1/2199023255552 oz. and 1/4398046511104 oz. and 1/8796093022208 oz. and 1/17592186044416 oz. and 1/35184372088832 oz. and 1/70368744177664 oz. and 1/140737488355328 oz. and 1/281474976710656 oz. and 1/562949953421312 oz. and 1/1125899906842624 oz. and 1/2251799813685248 oz. and 1/4503599627370496 oz. and 1/9007199254740992 oz. and 1/18014398509481984 oz. and 1/36028797018963968 oz. and 1/72057594037927936 oz. and 1/144115188075855872 oz. and 1/288230376151711744 oz. and 1/576460752303423488 oz. and 1/1152921504606846976 oz. and 1/2305843009213693952 oz. and 1/4611686018427387904 oz. and 1/9223372036854775808 oz. and 1/18446744073709551616 oz. and 1/36893488147419103232 oz. and 1/73786976294838206464 oz. and 1/147573952589676412928 oz. and 1/295147905179352825856 oz. and 1/590295810358705651712 oz. and 1/1180591620717411303424 oz. and 1/2361183241434822606848 oz. and 1/4722366482869645213696 oz. and 1/9444732965739290427392 oz. and 1/18889465931478580854784 oz. and 1/37778931862957161709568 oz. and 1/75557863725914323419136 oz. and 1/151115727451828646838272 oz. and 1/302231454903657293676544 oz. and 1/604462909807314587353088 oz. and 1/1208925819614629174706176 oz. and 1/2417851639229258349412352 oz. and 1/4835703278458516698824704 oz. and 1/9671406556917033397649408 oz. and 1/19342813113834066795298816 oz. and 1/38685626227668133590597632 oz. and 1/77371252455336267181195264 oz. and 1/154742504910672534362390528 oz. and 1/309485009821345068724781056 oz. and 1/618970019642690137449562112 oz. and 1/1237940039285380274899124224 oz. and 1/2475880078570760549798248448 oz. and 1/4951760157141521099596496896 oz. and 1/9903520314283042199192993792 oz. and 1/19807040628566084398385987584 oz. and 1/39614081257132168796771975168 oz. and 1/79228162514264337593543950336 oz. and 1/158456325028528675187087900672 oz. and 1/316912650057057350374175801344 oz. and 1/633825300114114700748351602688 oz. and 1/1267650600228229401496703205376 oz. and 1/2535301200456458802993406410752 oz. and 1/5070602400912917605986812821504 oz. and 1/10141204801825835211973625643008 oz. and 1/20282409603651670423947251286016 oz. and 1/40564819207303340847894502572032 oz. and 1/81129638414606681695789005144064 oz. and 1/162259276829213363391578010288128 oz. and 1/324518553658426726783156020576256 oz. and 1/649037107316853453566312041152512 oz. and 1/1298074214633706907132624082305024 oz. and 1/2596148429267413814265248164610048 oz. and 1/5192296858534827628530496329220096 oz. and 1/10384593717069655257060992658440192 oz. and 1/20769187434139310514121985316880384 oz. and 1/41538374868278621028243970633760768 oz. and 1/83076749736557242056487941267521536 oz. and 1/166153499473114484112975882535043072 oz. and 1/332306998946228968225951765070086144 oz. and 1/664613997892457936451903530140172288 oz. and 1/1329227995784915872903807060280344576 oz. and 1/2658455991569831745807614120560689152 oz. and 1/5316911983139663491615228241121378304 oz. and 1/10633823966279326983230456482242756608 oz. and 1/21267647932558653966460912964485513216 oz. and 1/42535295865117307932921825928971026432 oz. and 1/85070591730234615865843651857942052864 oz. and 1/170141183460469231731687303715884105728 oz. and 1/340282366920938463463374607431768211456 oz. and 1/680564733841876926926749214863536422912 oz. and 1/1361129467683753853853498429727072845824 oz. and 1/2722258935367507707706996859454145691648 oz. and 1/5444517870735015415413993718908291383296 oz. and 1/10889035741470030830827987437816582766592 oz. and 1/21778071482940061661655974875633165533184 oz. and 1/43556142965880123323311949751266331066368 oz. and 1/87112285931760246646623899502532662132736 oz. and 1/174224571863520493293247799005065324265472 oz. and 1/348449143727040986586495598010130648530944 oz. and 1/696898287454081973172991196020261297061888 oz. and 1/1393796574908163946345982392040522594123776 oz. and 1/2787593149816327892691964784081045188247552 oz. and 1/5575186299632655785383929568162090376495104 oz. and 1/11150372599265311570767859136324180752990208 oz. and 1/22300745198530623141535718272648361505980416 oz. and 1/44601490397061246283071436545296723011960832 oz. and 1/89202980794122492566142873090593446023921664 oz. and 1/178405961588244985132285746181186892047843328 oz. and 1/356811923176489970264571492362373784095686656 oz. and 1/713623846352979940529142984724747568191373312 oz. and 1/1427247692705959881058285969449495136382746624 oz. and 1/2854495385411919762116571938898990272765493248 oz. and 1/5708990770823839524233143877797980545530986496 oz. and 1/11417981541647679048466287755595961091061972992 oz. and 1/22835963083295358096932575511191922182123945984 oz. and 1/45671926166590716193865151022383844364247891968 oz. and 1/91343852333181432387730302044767688728495783936 oz. and 1/182687704666362864775460604089535377456991567872 oz. and 1/365375409332725729550921208179070754913983135744 oz. and 1/730750818665451459101842416358141509827966271488 oz. and 1/1461501637330902918203684832716283019655932542976 oz. and 1/2923003274661805836407369665432566039311865085952 oz. and 1/5846006549323611672814739330865132078623730171904 oz. and 1/11692013098647223345629478661730264157247460343808 oz. and 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oz. and 1/1532495540865888858358347027150309183618739122183602176 oz. and 1/3064991081731777716716694054300618367237478244367204352 oz. and 1/6129982163463555433433388108601236734474956488734408704 oz. and 1/12259964326927110866866776217202473468949912977468817408 oz. and 1/24519928653854221733733552434404946937899825954937634816 oz. and 1/49039857307708443467467104868809893875799651909875269632 oz. and 1/98079714615416886934934209737619787751599303819750539264 oz. and 1/196159429230833773869868419475239575503198607639501078528 oz. and 1/392318858461667547739736838950479151006397215279002157056 oz. and 1/784637716923335095479473677900958302012794430558004314112 oz. and 1/15692754354071922204335696738729300820177623950262342682411008 oz. and 1/31385508708143844408671393477458601640355247900524685364822016 oz. and 1/62771017416287688817342786954917203280710495801049370729644032 oz. and 1/12554203470773361527671578846415332832204710888928069025792 oz. and 1/25108406941546723055343157692830665664409421777856138051584 oz. and 1/50216813883093446110686315385661331328818843555712276103168 oz. and 1/100433627766186892221372630771322662657637687111424552206336 oz. and 1/200867255532373784442745261542645325315275374222849104412672 oz. and 1/401734511064747568885490523085290650630550748445698208825344 oz. and 1/803469022129495137770981046170581301261101496891396417650688 oz. and 1/1606938044258990275541962092341162602522202993782792835301376 oz. and 1/3213876088517980551083924184682325205044405987565585670602752 oz. and 1/6427752177035961102167848369364650410088811975131171341205504 oz. and 1/12855504354071922204335696738729300820177623950262342682411008 oz. and 1/25711008708143844408671393477458601640355247900524685364822016 oz. and 1/51422017416287688817342786954917203280710495801049370729644032 oz. and 1/102844034832575377634685573909834406561420991602098741459288064 oz. and 1/205688069665150755269371147819668813122841983204197482918576128 oz. and 1/411376139330301510538742295639337626245683966408394965837152256 oz. and 1/822752278660603021077484591278675252491367932816789931674304512 oz. and 1/1645504557321206042154969182557350504982735865633579863348609024 oz. and 1/3291009114642412084309938365114701009965471731267159726697218048 oz. and 1/6582018229284824168619876730229402019930943462534319453394436096 oz. and 1/13164036458569648337239753460458804039861886925068638906788872192 oz. and 1/26328072917139296674479506920917608079723773850137277813577												

Confectionery (Including Chocolate Products)

May 1965



FOR RELEASE: July 15, 1965

MASS. INST. TECH.

D255

SERIES: M20C(65)-5

AUG 9 1965

LIBRARIES

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$84.1 million in May 1965. This was 22 percent below sales for April 1965 and 5 percent below sales for May of last year. Sales of manufacturer-wholesalers at \$69.0 million were 19 percent below sales for April 1965 and 7 percent below sales for May 1964. Manufacturer-retailers' sales were 58 percent below the April 1965 level of \$10.1 million and 1 percent above sales for May of last year. Sales of chocolate manufacturers were 17 percent below the sales for April 1965 and 9 percent above sales for May 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first five months of 1965 were up 2 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were 1 percent below the sales for the first five months of 1964 and poundage sales of package goods retailing above 50 cents were up 9 percent compared with same period last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343

manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS

John T. Connor, Secretary

Item	Estimated sales of current month and comparison						
	1966			Percent change		Estimated sales year to date	
	May	April	May 1965	May 1966 from April 1966	May 1966 from May 1965	Year to date 1966	Percent change from year to date 1965
	(\$1,000)	(\$1,000)					
ESTIMATED TOTAL DOLLAR SALES.....	4,147	108,516	88,430	-22	-5	547,500	(-)
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	68,993	85,357	74,201	-17	-7	447,400	(-)
Manufacturer-retailers.....	4,258	10,122	4,140	-1	+1	31,461	+2
Manufacturer-manufacturers.....	10,892	13,037	10,033	-17	+9	77,487	-4
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS BY GEOGRAPHIC AREA							
New England.....	5,272	7,470	6,178	-1	-15	47,430	-10
Middle Atlantic.....	20,398	27,445	23,488	-21	-13	147,100	-1
New York and New Jersey.....	12,992	14,526	16,042	-11	-19	107,500	-3
Pennsylvania.....	7,406	11,217	7,446	-34	-1	65,116	+2
East North Central.....	26,060	30,193	27,000	-14	-6	150,700	+1
Illinois.....	12,207	26,523	24,194	-14	-5	136,678	+2
Indiana.....	2,586	5,000	2,846	-1	-	1,000	-
Michigan and Wisconsin.....	547	615	827	-11	-	7,000	-
West North Central.....	3,404	7,404	3,302	-	+	15,000	+16
Minnesota, Kansas, South Dakota, and Nebraska.....	1,757	2,976	1,557	-41	+1	15,000	+26
Iowa and Missouri.....	1,667	2,528	1,745	-	-	10,892	+5
South Atlantic.....	4,091	7,207	5,000	-22	+8	22,559	+2
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,400	2,263	1,503	-	+9	8,688	+12
Georgia and Florida.....	2,449	2,960	2,275	-17	+8	13,871	+14
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,200	1,397	1,494	-12	-18	7,230	-12
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,265	5,200	1,110	-11	+7	13,036	-
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	500	1,478	1,000	-40	-14	6,710	-2
Pacific.....	1,371	6,130	4,949	-12	+	30,000	+10
California.....	4,667	5,250	4,000	-11	+9	15,000	+10
Washington and Oregon.....	94	880	949	-20	+4	5,100	-

"Revised."

¹Less than 0.5 percent change.

²Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

³Does not include Alaska and Hawaii.

Type of product ¹	Mar. 1965			Mar. 1964			First 5 months					
							Pounds (\$1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ² (1,000)	Value ² (\$1,000)	Average value ²	1965	1964	Percent change from 1964	1965	1964	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	149,670	54,044	-	147,998	55,051	-	361,749	841,765	+2	341,518	341,518	-1
Package goods made to retail at:												
\$1.00 or more per pound....	2,601	2,442	0.939	2,389	2,302	0.964	28,952	29,144	-1	31,177	31,177	+2
\$0.50 to \$0.99 per pound...	11,417	5,779	.482	12,098	5,929	.490	70,527	70,527	+13	39,888	39,888	-11
less than \$0.50 per pound..	36,639	9,021	.246	33,437	8,878	.266	180,967	178,224	+2	48,336	48,336	+2
Total package goods.....	50,657	22,672	.406	57,045	27,011	.405	334,353	327,895	-1	140,935	144,701	+3
Other goods.....	18,242	7,771	.433	19,408	8,613	.444	100,444	96,833	+4	44,419	44,419	+4
Total other goods.....	4,414	6,233	.256	23,621	6,230	.264	13,288	130,470	+5	35,667	35,667	+5

- Represents zero.

Revised.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

Confectionery (Including
Chocolate Products)

Dowey

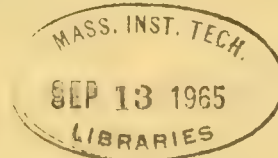
June 1965



FOR RELEASE: August 23, 1965

SERIES: M20C(65)-6

D255



Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$94.6 million in June 1965. This was 13 percent above sales for May 1965 and 11 percent above sales for June of last year. Sales of manufacturer-wholesalers at \$79.1 million were 15 percent above sales for May 1965 and 10 percent above sales for June 1964. Manufacturer-retailers' sales were 8 percent below the May 1965 level of \$4.2 million and 13 percent above sales for June of last year. Sales of chocolate manufacturers were 7 percent above the sales for May 1965 and 20 percent above sales for June 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first six months of 1965 were up 2 percent and dollar sales were up 2 percent compared with the same period last year. Poundage sales of bar goods were 1 percent above the sales for the first six months of 1964 and poundage sales of package goods retailing above 50 cents were up 13 percent compared with same period last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary

BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		June ^r 1964 (1,000)	Percent change		Estimated sales year to date	
	June (\$1,000)	May ^r (\$1,000)		June 1965 from May 1965	June 1965 from June 1964	6 months 1965	Percent change from 6 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	94,611	83,936	84,889	+13	+11	643,272	+1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	79,142	68,803	71,811	+15	+10	522,254	+2
Manufacturer-retailers ¹	3,467	4,221	3,462	-8	+13	35,111	+3
Chocolate manufacturers.....	11,602	10,892	9,650	+7	+20	75,907	+2
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	6,546	6,044	6,727	+8	-3	41,248	-12
Middle Atlantic.....	26,594	20,373	22,549	+31	+18	169,664	+1
New York and New Jersey.....	18,943	12,967	15,373	+46	+23	96,897	+1
Pennsylvania.....	7,651	7,406	7,176	+3	+7	72,767	
East North Central.....	26,589	25,373	25,060	+5	+6	132,266	+1
Illinois.....	23,138	22,240	21,885	+4	+6	129,119	+2
Ohio and Indiana.....	2,853	2,586	2,492	+10	+14	18,808	+4
Michigan and Wisconsin.....	593	547	683	+9	-12	4,323	-30
West North Central.....	3,782	3,375	3,503	+12	+8	28,500	+15
Minnesota, Kansas, South Dakota, and Nebraska.....	1,980	1,757	1,672	+13	+18	15,855	-25
Iowa and Missouri.....	1,802	1,618	1,831	+11	-2	12,645	+3
South Atlantic.....	4,211	4,091	3,983	+3	+6	26,770	+12
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,879	1,642	1,626	+14	+16	10,567	+13
Georgia and Florida.....	2,332	2,449	2,357	-5	-1	16,203	+11
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,412	1,225	1,252	+15	+13	8,642	-9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,325	2,289	2,141	+2	+9	22,385	+6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,006	887	1,034	+13	-3	7,716	-2
Pacific ²	6,677	5,166	5,562	+29	+20	37,269	+11
California.....	6,144	4,462	4,812	+35	+26	31,280	+12
Washington and Oregon.....	633	704	750	-10	-16	5,789	+3

^rRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1965			June 1964			First 6 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ^r (1,000)	Value ^r (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1965 ^r	1964 ^r	Percent change from 1964	1965 ^r	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	164,118	61,090	(X)	150,466	54,797	(X)	1,014,116	992,231	+2	402,323	396,275	+2
Package goods made to retail at:												
\$1.00 or more per pound..	2,139	1,006	\$0.891	2,346	2,324	\$0.948	31,091	31,490	-1	34,134	33,400	-2
\$0.50 to \$0.99 per pound..	17,534	8,616	0.491	13,101	6,200	0.475	99,348	88,624	+19	40,648	42,176	-12
Less than \$0.50 per pound	32,800	8,424	0.257	36,968	6,273	0.251	207,129	215,192	-4	84,341	58,944	+43
Bar goods.....	60,065	24,337	0.405	55,784	22,640	0.406	395,370	392,351	+1	167,599	167,341	+1
5% and 10% specialties.....	23,592	10,566	0.448	19,905	3,564	0.179	121,427	116,738	+4	54,927	52,919	+4
Bulk goods ²	27,988	7,241	0.259	22,362	5,233	0.261	134,751	152,852	+5	43,374	41,495	+6

^rRevised. (X) Not applicable.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery (Including Chocolate Products)

July 1965

FOR RELEASE: September 1965

D255

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Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$74.9 million in July 1965. This was 20 percent below sales for June 1965 and 2 percent below sales for July of last year. Sales on manufacturer-wholesalers at \$62.6 million were 21 percent below sales for June 1965 and 3 percent below sales for July 1964. Manufacturer-retailers' sales were 8 percent below the June 1965 level of \$3.9 million and 4 percent above sales for July of last year. Sales of chocolate manufacturers were 24 percent below the sales for June 1965 and 3 percent above sales for July 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first seven months of 1965 were up 2 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were 1 percent above the sales for the first seven months of 1964 and poundage sales of package goods retailing above 50 cents were up 10 percent compared with same period last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U. S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparison						
	1965		July 1964 ^r	Percent change		Estimated sales year to date	
	July	June ^r		July 1965 from June 1965	July 1965 from July 1964	7 months 1965	Percent change from 7 months 1964
	(\$1,000)	(\$1,000)	(1,000)				
ESTIMATED TOTAL DOLLAR SALES.....	74,917	94,223	76,490	-20	-2	717,787	-1
BY KIND OF BUSINESS:							
Manufacturer-retailer.....	62,587	78,752	64,578	-21	-3	585,137	+1
Manufacturer-wholesaler.....	3,545	3,869	3,394	-8	+4	38,838	+3
Manufacturer-retailer-wholesaler.....	8,785	11,602	8,518	-24	-4	93,812	-1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE CHOCOLATE PRODUCTS BY GEOGRAPHIC AREA							
New England.....	4,688	6,477	4,876	-23	-4	46,567	-11
Mid-Atlantic.....	17,814	27,345	20,617	-35	-24	188,229	(3)
New York and New Jersey.....	11,416	19,648	14,601	-42	-22	109,018	-2
Pennsylvania.....	6,398	7,697	6,016	-17	+6	79,211	+2
East North Central.....	24,804	26,756	24,025	-7	+3	207,231	+1
Illinois.....	21,850	23,310	21,051	-6	+4	181,151	+2
Ohio and Indiana.....	2,479	2,849	2,312	-13	+7	21,283	-4
Michigan and Wisconsin.....	475	597	662	-20	-28	4,797	-30
West North Central.....	3,042	3,799	2,965	-20	+3	31,559	+13
Minnesota, Kansas, South Dakota, and Nebraska.....	1,412	1,977	1,364	-29	+4	17,264	-23
Iowa and Missouri.....	1,630	1,822	1,601	-11	+2	14,295	+3
South Atlantic.....	4,136	4,251	3,894	-3	+6	30,932	-11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,584	1,890	1,484	-16	+7	12,148	+12
Georgia and Florida.....	2,552	2,361	2,410	+8	+6	18,784	+11
East South Central (Kentucky, Tennessee, Alabama, and Mississippi)...	1,226	1,397	1,417	-12	-13	9,853	-10
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,991	2,334	1,739	-15	-14	22,385	+7
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	811	1,002	729	-19	-11	8,523	-1
Pacific.....	4,075	5,391	4,316	-24	-6	39,858	+5
California.....	3,440	4,749	3,634	-28	-5	33,425	-6
Washington and Oregon.....	635	642	682	-1	-7	6,433	+2

^rRevised.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

²Does not include Alaska and Hawaii.

³Less than .05 percent.

Table 2.—POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	1965			1964 ^r			First 7 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	129,703	46,693	(X)	129,533	47,941	(X)	1,143,445	1,121,764	+2	449,038	444,216	+1
Package goods made to retail at:												
\$1.00 or more per pound..	1,706	1,581	0.927	1,959	1,819	0.929	32,747	33,449	-2	35,720	35,219	+1
\$0.50 to \$0.99 per pound..	10,964	5,241	0.478	11,209	5,512	0.492	108,087	94,837	+14	53,698	47,688	+13
Less than \$0.50 per pound	30,438	7,960	0.262	29,008	7,909	0.273	237,604	244,200	-3	62,903	66,853	-6
Bar goods.....	50,597	19,423	0.384	48,547	19,067	0.393	445,967	440,898	+1	185,024	186,408	-1
57 and 112 per pound.....	14,439	6,486	0.449	17,320	7,449	0.430	137,732	134,058	+3	62,617	60,368	+4
Bar goods.....	21,559	6,002	0.278	21,490	6,185	0.288	181,308	174,322	+4	49,076	47,680	+3

^rRevised. (X) Not applicable.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

²Includes penny goods.

Current Industrial Reports

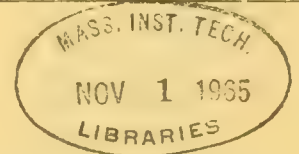
Confectionery (Including Chocolate Products)

August 1965

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SERIES: M20C(64)-8

D255



Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$103.8 million in August 1965. This was 38 percent above sales for July 1965 and 4 percent above sales for August of last year. Sales of manufacturer-wholesalers at \$83.0 million were 32 percent above sales for July 1965 and 5 percent above sales for August 1964. Manufacturer-retailers' sales were less than 1 percent below the July 1965 level of \$3.5 million and 12 percent below sales for August of last year. Sales of chocolate manufacturers were 96 percent above sales for July 1965 and 2 percent above sales for August 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first 8 months of 1965 were up 2 percent and dollar sales were up 2 percent compared with the same period last year. Poundage sales of bar goods were up 1 percent compared with the first 8 months of 1964 and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343

manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
BUSINESS AND DEFENSE SERVICES ADMINISTRATION

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		August 1964 ^r (\$1,000)	Percent change		Estimated sales year to date	
	August (\$1,000)	July ^r (\$1,000)		August 1965 from July 1965	August 1965 from August 1964	8 months 1965 (\$1,000)	Percent change from 8 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	103,820	75,296	100,130	+38	+4	821,986	-1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	83,042	62,966	79,158	+32	+5	668,558	+2
Manufacturer-retailers ¹	3,543	3,545	4,025	(²)	-12	42,381	-2
Chocolate manufacturers.....	17,235	8,785	16,947	+96	+2	111,047	-1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	8,640	5,059	7,908	+71	+9	55,578	-2
Middle Atlantic.....	25,551	17,822	23,647	+43	+8	213,788	+1
New York and New Jersey.....	16,505	11,424	15,109	+44	+9	125,531	(²)
Pennsylvania.....	9,046	6,398	8,538	+41	-6	88,257	+3
East North Central.....	30,437	24,804	29,186	+23	+4	237,668	+2
Illinois.....	26,598	21,850	25,654	+22	+4	207,749	+2
Ohio and Indiana.....	3,261	2,479	2,702	+32	+21	24,544	-6
Michigan and Wisconsin.....	578	475	830	+22	-30	5,375	-30
West North Central.....	3,846	3,042	3,526	+26	+9	35,405	+13
Minnesota, Kansas, South Dakota, and Nebraska.....	1,967	1,412	1,672	+39	+18	19,231	-23
Iowa and Missouri.....	1,879	1,630	1,854	+15	+1	16,174	+3
South Atlantic.....	4,712	4,136	5,701	+14	-17	35,644	-6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,027	1,584	1,642	+28	+23	14,175	-14
Georgia and Florida.....	2,685	2,552	4,059	+5	-34	21,469	+2
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,547	1,226	1,536	+26	+1	11,400	-8
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,253	1,992	1,867	+13	+21	24,639	-8
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	921	811	900	+14	+2	9,444	-1
Pacific ³	5,135	4,074	4,887	+26	+5	44,992	-5
California.....	4,289	3,440	4,151	+25	+3	37,714	-6
Washington and Oregon.....	846	634	736	+33	+15	7,278	-3

^r Revised.¹ Retailers with two or more outlets.² Less than 0.5 percent change.³ Does not include Alaska and Hawaii.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1965			August 1964 ^r			First 8 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	177,870	68,043	(X)	172,954	65,403	(X)	1,325,884	1,294,718	-2	518,373	509,619	+2
Package goods made to retail at:												
\$1.00 or more per pound.....	3,149	2,883	0.916	2,718	2,492	.917	36,150	36,167	(²)	38,639	37,711	+2
\$0.50 to \$0.99 per pound.....	17,365	8,343	0.480	15,195	7,452	.490	121,880	110,032	+11	59,962	55,140	+9
Less than \$0.50 per pound.....	39,519	10,580	0.268	39,358	10,047	.255	278,245	283,558	-2	73,713	76,900	-
Bar goods.....	68,692	28,930	0.421	69,640	29,385	.422	514,685	510,538	-1	213,971	215,793	-1
Coated and low specialties.....	19,651	9,019	0.459	19,130	8,355	.437	163,873	153,188	+7	74,888	68,723	+9
Pink goods.....	29,494	8,288	0.281	26,913	7,672	.285	211,051	201,235	+5	57,200	55,352	+3

^r Revised. (X) Not applicable.¹ Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.² Less than 0.5 percent change.³ Includes penny goods.

Current Industrial Reports

Confectionery (Including Chocolate Products)

September 1965

MADE IN U.S.A.
DEC 14 1965

FOR RELEASE: November 12, 1965

D255

SERIES: M20C(65)-9

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$161.0 million in September 1965. This was 55 percent above sales for August 1965 and 1 percent above sales for September of last year. Sales of manufacturer-wholesalers at \$128.9 million were 55 percent above sales for August 1965 and less than 1 percent above sales for September 1964. Manufacturer-retailers' sales were 15 percent above the August 1965 level of \$3.5 million and 4 percent above sales for September of last year. Sales of chocolate manufacturers were 63 percent above sales for August 1965 and 3 percent above sales for September 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first 9 months of 1965 were up 2 percent and dollar sales were up 1 percent compared with the same period last year. Poundage sales of bar goods were down 1 percent compared with the first 9 months of 1964 and poundage sales of package goods retailing above 50 cents were up 8 percent compared with last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals based on reports from approximately 343

manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends from manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		September 1964 ^r	Percent change		Estimated sales year to date	
	September (\$1,000)	August ^r (\$1,000)		September 1965 from August 1965	September 1965 from September 1964	9 months 1965 (\$1,000)	Percent change from 9 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	161,005	104,126	159,600	+55	-1	983,295	-1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	128,930	83,372	128,383	+55	(2)	797,818	+1
Manufacturer-retailers ¹	4,064	3,546	3,925	+15	+4	46,442	+2
Chocolate manufacturers.....	28,011	17,208	27,292	+63	+3	139,031	(2)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	12,776	8,647	11,771	+48	+9	68,361	-5
Middle Atlantic.....	41,166	25,937	39,857	+59	+3	255,340	+1
New York and New Jersey.....	25,201	16,906	22,954	+49	+10	151,133	+2
Pennsylvania.....	15,965	9,031	16,903	+77	-6	104,207	+1
East North Central.....	47,587	30,389	51,634	+57	-8	285,207	(2)
Illinois.....	41,491	26,548	45,089	+56	-8	249,190	(2)
Ohio and Indiana.....	4,977	3,262	5,010	+53	-1	29,522	+5
Michigan and Wisconsin.....	1,119	579	1,535	+93	-27	6,495	-29
West North Central.....	5,305	3,849	4,916	+38	+8	40,713	+12
Minnesota, Kansas, South Dakota, and Nebraska.....	2,745	1,960	2,331	+40	+18	21,969	+22
Iowa and Missouri.....	2,560	1,889	2,585	+36	-1	18,744	+3
South Atlantic.....	7,498	4,720	6,162	+59	+22	43,150	-9
Maryland, District of Columbia, Virginia, West Virginia, North Carolina and South Carolina.....	2,600	2,031	2,720	+28	-4	16,779	+10
Georgia and Florida.....	4,898	2,689	3,442	+82	+42	26,371	+8
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,002	1,554	2,357	+29	-15	13,409	-9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,113	2,255	4,089	+82	+1	28,754	-7
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,225	922	1,373	+33	-11	10,670	-2
Pacific ³	7,258	5,099	6,224	+42	+17	52,214	+7
California.....	5,783	4,297	5,026	+35	+15	43,505	+7
Washington and Oregon.....	1,475	802	1,198	+84	+23	8,709	+6

^rRevised.¹Retailers with two or more outlets.²Less than 0.5 percent change.³Does not include Alaska and Hawaii.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1965			September 1964 ^r			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	268,708	108,925	-	270,134	109,163	-	1,594,236	1,564,852	+2	627,135	618,782	+1
Package goods made to retail at:												
\$1.00 or more per pound.....	7,216	7,135	\$0.989	7,184	7,129	\$0.992	43,364	43,351	(2)	45,772	44,840	-2
\$0.50 to \$0.99 per pound.....	35,336	16,723	0.473	31,844	15,618	0.490	157,210	141,876	+11	76,639	70,758	+8
Less than \$0.50 per pound.....	65,607	19,196	0.293	62,015	17,555	0.283	344,010	345,573	(2)	92,985	94,455	-2
Bar goods.....	100,585	43,933	0.437	110,999	48,088	0.433	614,781	621,537	-1	257,833	263,881	-2
5¢ and 10¢ specialties	25,189	11,562	0.459	22,578	10,268	0.455	189,014	175,766	+8	86,451	78,991	+9
Bulk goods ²	34,775	10,376	0.298	35,514	10,505	0.296	245,857	236,749	+4	67,455	65,857	+2

^rRevised.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Less than 0.5 percent change.³Includes penny goods.

Confectionery (Including Chocolate Products)

October 1965

FOR RELEASE: December 15, 1965

SERIES: M20C(65)-10

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$153.1 million in October 1965. This was 5 percent below sales for September 1965 and 4 percent below sales for October of last year. Sales on manufacturer-wholesalers at \$126.7 million were 2 percent below sales for September 1965 and 4 percent below sales for October 1964. Manufacturer-retailers' sales were 12 percent above the September 1965 level of \$4.1 million and 19 percent below sales for October of last year. Sales of chocolate manufacturers were 24 percent below the sales for September 1965 and 1 percent above sales for October 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first ten months of 1965 were up 1 percent compared with the same period last year. Poundage sales of bar goods were 1 percent below the sales for the first ten months of 1964 and poundage sales of package goods retailing above 50 cents were up 6 percent compared with same period last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		October 1964 ^r (1,000)	Percent change		Estimated sales year to date	
	October (\$1,000)	September ^r (\$1,000)		October 1965 from September 1, 1965	October 1965 from October 1964	1965 to date 1965	Percent change from 10 months prior 1964
ESTIMATED TOTAL DOLLAR SALES.....	153,091	161,813	159,610	-5	-4	1,157,140	-2
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	126,670	^r 128,434	132,327	-2	-4	24,442	+1
Manufacturer-retailers ¹	4,447	4,064	5,609	+12	-1	51,005	-2
Chocolate manufacturers.....	21,864	^r 23,865	21,674	-24	+1	161,749	+1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA							
New England.....	12,116	^r 12,714	13,028	-5	-7	10,415	-6
Middle Atlantic.....	55,027	^r 40,823	37,423	-14	-6	290,024	-
New York and New Jersey.....	21,212	^r 24,857	22,497	-17	-6	172,002	-
Pennsylvania.....	13,815	15,965	14,926	-13	-7	117,022	-
East North Central.....	50,033	^r 47,343	51,886	-6	-4	335,051	-1
Illinois.....	43,065	^r 41,302	45,343	+4	-5	292,068	-1
Ohio and Indiana.....	6,073	4,977	5,593	+22	-3	35,595	-6
Michigan and Wisconsin.....	395	1,119	450	-20	-6	7,577	-27
West North Central.....	6,036	5,507	5,944	+14	+3	46,744	+11
Minnesota, Kansas, South Dakota, and Nebraska.....	2,929	2,745	2,713	+7	+7	24,898	-20
Iowa and Missouri.....	3,107	2,560	3,129	+21	-1	21,851	-2
South Atlantic.....	6,354	7,493	6,877	-15	-7	47,744	-6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,445	2,600	2,547	-6	-4	19,224	-2
Georgia and Florida.....	3,909	4,898	4,330	-20	-10	30,280	+5
East South Central (Kentucky, Tennessee, Alabama, and Mississippi). West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,095	^r 2,404	3,604	+7	+14	17,911	-3
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	4,084	^r 4,110	4,746	-1	-14	32,835	-4
Pacific ²	1,613	^r 1,369	1,409	+13	-14	12,427	+1
California.....	7,512	7,258	7,512	+1	-3	59,526	+5
Washington and Oregon.....	5,987	5,783	6,138	-4	-7	47,432	-6
	1,325	1,475	1,574	-10	-4	10,034	-

- Represents zero. ^rRevised. (Z) Less than 0.5 percent.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1965			October 1964			First 10 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ^r (1,000)	Value ^r (\$1,000)	Average value	1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	248,535	101,086		251,636	102,548	-	1,841,965	1,816,488	+1	727,904	721,330	-1
Package goods made to retail at:												
\$1.00 or more per pound..	7,911	7,475	\$0.945	7,935	7,615	\$0.953	51,167	51,336	-1	53,168	52,453	+1
\$0.50 to \$0.99 per pound..	38,044	18,053	0.475	33,391	18,529	0.483	144,034	180,267	+2	44,497	89,287	-2
Less than \$0.50 per pound	50,515	14,742	0.292	51,440	14,909	0.288	394,145	377,115	-1	107,619	109,264	-2
Bar goods.....	91,836	59,839	0.434	88,765	38,717	0.436	706,617	710,302	-1	297,672	302,598	(Z)
5¢ and 10¢ specialties.....	20,430	9,471	0.464	24,072	11,159	0.464	209,444	199,838	+5	67,022	90,150	-2
Bulk goods ²	39,799	11,506	0.289	40,983	11,721	0.286	285,603	277,732	+2	77,202	77,725	+2

- Represents zero. ^rRevised. (Z) Less than 0.5 percent.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery (Including Chocolate Products)

D255

November 1965

FOR RELEASE: January 13, 1966

SERIES: M20C(65)-11

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$143.8 million in November 1965. This was 5 percent below sales for October 1965 and 4 percent above sales for November of last year. Sales of manufacturer-wholesalers at \$123.2 million were 2 percent below sales for October 1965 and 5 percent above sales for November 1964. Manufacturer-retailers' sales were 32 percent above the October 1965 level of \$4.6 million and 4 percent below sales for November of last year. Sales of chocolate manufacturers were 33 percent below the sales for October 1965 and 6 percent above sales for November 1964.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first eleven months of 1965 were up 1 percent compared with the same period last year. Poundage sales of bar goods were less than 1 percent below the sales for the first eleven months of 1964 and poundage sales of package goods retailing above 50 cents were up 6 percent compared with same period last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication were estimated industry totals

based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

During the last few years, there have been a number of changes in confectionery distribution for companies that had been classified as manufacturer-retailers. As a result, some companies classified as manufacturer-retailers in 1963 were classified as manufacturer-wholesalers in 1964. This classification change distorted the trends for manufacturer-retailers.

For identical companies classified as manufacturer-retailers in both years, 1964 sales were 8 percent less than 1963. For 1965 there have been no changes in company classification as compared to 1964.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1965		November 1964 ^r (1,000)	Percent change		Estimated sales year to date	
	November (\$1,000)	October ^r (\$1,000)		November 1965 from October 1965	November 1965 from November 1964	11 months 1965	Percent change from 11 months 1964
ESTIMATED TOTAL DOLLAR SALES.....	143,805	^r 152,158	137,899	-5	+4	1,280,068	+1
BY KIND OF BUSINESS:							
Manufacturer-wholesalers.....	123,177	^r 125,737	117,787	-2	+5	1,046,686	+1
Manufacturer-retailers ¹	6,030	4,557	6,280	+32	-4	57,035	-1
Chocolate manufacturers.....	14,598	21,864	13,832	-33	+6	176,347	+1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS BY GEOGRAPHIC AREA							
New England.....	12,747	^r 12,118	10,884	+5	+17	93,164	-3
Middle Atlantic.....	36,004	^r 34,702	35,613	+4	+1	325,703	(2)
New York and New Jersey.....	19,404	^r 20,887	19,491	-7	(2)	191,081	(2)
Pennsylvania.....	16,600	13,815	16,122	+20	+3	134,622	+1
East North Central.....	38,381	^r 43,354	37,119	-22	+3	372,753	(2)
Illinois.....	32,287	^r 42,386	30,978	-24	+4	323,674	(2)
Ohio and Indiana.....	5,136	6,073	5,227	-15	-2	44,751	+5
Michigan and Wisconsin.....	958	895	914	+7	+5	8,348	-24
West North Central.....	9,805	6,036	8,844	+62	+11	56,554	+11
Minnesota, Kansas, South Dakota, and Nebraska.....	5,571	2,929	4,736	+90	+18	30,469	+20
Iowa and Missouri.....	4,234	3,107	4,108	+36	+3	26,085	+2
South Atlantic.....	7,184	6,354	7,027	+13	+2	56,688	+6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,498	2,445	2,566	+2	-3	21,722	+7
Georgia and Florida.....	4,686	3,909	4,461	+20	+5	34,966	+5
East South Central (Kentucky, Tennessee, Alabama, and Mississippi). West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,491	4,095	2,559	-15	+36	21,402	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	5,298	4,119	5,822	+29	-9	38,168	+2
Pacific ²	2,611	1,613	2,660	+62	-2	15,038	(2)
California.....	7,656	^r 7,346	7,259	+4	+5	67,216	+6
Washington and Oregon.....	5,933	^r 6,021	5,578	-1	+6	55,459	+6
	1,723	1,325	1,681	+30	+2	11,757	+4

(Z) Less than 0.5 percent. ^rRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	November 1965			November 1964			First 11 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ^r (1,000)	Value ^r (\$1,000)	Average value	1965	1964 ^r	Percent change from 1964	1965	1964 ^r	Percent change from 1964
TOTAL SALES OF SELECTED ESTABLISHMENTS).....	196,575	86,082	(X)	196,151	83,598	(X)	2,037,763	2,012,639	+1	813,510	804,928	-1
Package goods made to retail at:												
\$1.00 or more per pound..	17,176	17,410	\$1.014	13,985	14,807	\$1.040	68,343	65,321	+5	70,573	67,260	+5
\$0.50 to \$0.99 per pound..	30,861	14,671	0.475	32,292	15,640	0.484	225,850	212,559	+6	109,241	104,927	+4
Less than \$0.50 per pound	42,836	12,302	0.287	44,786	12,127	0.271	435,641	441,799	-1	119,418	121,391	-2
Bar goods.....	58,236	24,740	0.425	56,691	24,400	0.430	765,510	766,993	(Z)	322,483	326,998	-1
5¢ and 10¢ specialties.....	19,063	8,709	0.457	17,994	7,969	0.443	228,546	217,832	+5	104,630	98,119	+7
Bulk goods ²	28,403	8,250	0.290	30,403	8,655	0.285	313,873	308,135	+2	87,165	86,233	+1

(X) Not applicable. (Z) Less than 0.5 percent. ^rRevised.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

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Confectionery (Including
Chocolate Products)

Summary for 1965

FOR RELEASE: June 9, 1966

SERIES: M20C(65)-13

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,430 million in 1965, up 3 percent from the previous year's figure of \$1,395 million.

Sales of manufacturer-wholesalers at \$1,164 million in 1965 were 3 percent above sales for the previous year. Chocolate manufacturer sales at \$195 million were 3 percent above the previous year's figure of \$190 million. The sales of manufacturer-retailers decreased 1 percent from 1964.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these respondents accounted for approxi-

mately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of manufacturer-retailers, and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957.

This report is the result of a joint effort by the Business and Defense Services Administration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery, Sales and Distribution, 1965" to be published in the near future by the Business and Defense Services Administration.

Table 1.--MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS: 1963-1965

(In millions)

Kind of business	1965		1964 ^r		1963 ^r	
	Pounds	Value	Pounds	Value	Pounds	Value
Total.....	3,476	1,430	3,403	1,395	3,269	1,319
Manufacturer-wholesalers.....	3,048	1,164	2,990	1,133	2,823	1,046
Manufacturer-retailers.....	77	71	77	72	94	84
Chocolate manufacturers.....	351	195	336	190	352	189

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^rRevised.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS, BY MONTH: 1963-1965

(Millions of dollars)

Month	Total			Manufacturer wholesaler			Manufacturer retailer			Chocolate manufacturer		
	1965	1964	1963	1965	1964	1963	1965	1964	1963	1965	1964 ^r	1963 ^r
TOTAL.....	1,430	1,395	1,319	1,164	1,133	1,046	71	72	84	195	190	189
January.....	120	130	114	97	104	92	5	5	4	18	21	18
February.....	120	119	110	95	96	85	8	8	8	17	15	17
March.....	125	109	106	104	85	84	5	10	6	16	14	16
April.....	110	105	94	87	84	71	10	4	10	13	17	13
May.....	83	88	89	69	74	71	4	4	5	10	10	13
June.....	95	85	83	79	72	68	4	3	5	12	10	10
July.....	76	77	75	63	65	61	4	3	4	9	9	10
August.....	106	100	95	84	79	76	4	4	4	18	17	15
September.....	163	160	153	129	128	122	4	4	5	30	28	26
October.....	156	160	148	128	132	118	5	6	8	23	22	22
November.....	146	138	133	125	118	110	6	6	8	15	14	15
December.....	130	124	119	104	96	88	12	15	17	14	13	14

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 3.--POUNDAGE AND DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS: 1963-1965

Division and State	1965		1964 ^r		1963 ^r	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,475,788	1,429,499	3,403,407	1,394,647	3,269,101	1,319,171
Manufacturer-wholesalers.....	3,047,816	1,164,170	2,990,645	1,132,781	2,822,699	1,045,858
Manufacturer-retailers.....	76,848	70,777	76,772	72,012	93,877	83,738
Chocolate manufacturers.....	351,124	194,552	335,990	189,854	352,525	189,575
MANUFACTURER-WHOLESALERS						
New England.....	269,423	115,580	265,031	108,133	241,773	102,270
Middle Atlantic.....	818,359	355,942	823,545	351,210	758,085	317,225
New York and New Jersey.....	519,499	210,397	519,150	206,622	471,802	183,531
Pennsylvania.....	298,860	145,545	304,395	144,588	286,283	133,694
East North Central.....	1,241,544	409,917	1,207,127	404,972	1,158,454	376,784
Illinois.....	1,067,087	356,407	1,037,221	350,581	990,760	322,988
Ohio and Indiana.....	148,387	44,516	134,539	42,649	132,591	39,910
Michigan and Wisconsin.....	26,070	8,994	35,367	11,742	35,103	13,886
West North Central.....	154,776	65,128	145,439	59,136	135,332	53,574
Minnesota, Kansas, South Dakota and Nebraska.....	69,787	35,382	61,638	30,141	52,180	26,716
Iowa and Missouri.....	84,989	29,746	83,801	28,995	83,152	26,858
South Atlantic.....	150,153	61,073	143,349	58,209	133,765	52,654
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	62,085	23,468	58,651	22,170	49,519	19,461
Georgia and Florida.....	88,068	37,605	84,698	36,039	84,246	33,193
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	79,186	23,439	80,352	22,820	87,996	23,231
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	114,895	41,592	116,786	40,992	110,849	38,908
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	24,994	17,446	25,209	17,369	23,192	15,214
Pacific.....	194,486	74,053	183,807	69,940	173,253	65,998
California.....	170,162	60,748	159,933	57,096	149,743	53,608
Washington and Oregon.....	24,324	13,305	23,874	12,844	23,510	12,390

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 4.--ESTIMATED POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF PRODUCT: 1963-1965

Type of product	1965			1964 ^r			1963 ^r		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,398,940	1,358,722	\$0.400	3,326,635	1,322,635	\$0.398	3,175,224	1,235,433	\$0.389
Package goods made to retail at:									
\$1.00 or more per pound...	122,899	135,441	1.102	121,755	129,913	1.067	119,819	121,301	1.012
\$0.50 to \$0.99 per pound..	368,621	171,069	0.464	358,260	166,595	0.465	308,807	139,072	0.450
Less than \$0.50 per pound.	744,039	203,865	0.274	737,373	201,129	0.273	713,874	195,090	0.273
Bar goods.....	1,114,270	476,551	0.428	1,062,816	464,265	0.437	1,049,449	445,994	0.425
Bulk goods ¹	698,097	213,158	0.305	701,276	208,223	0.297	668,126	197,933	0.296
5¢ and 10¢ specialties.....	351,014	158,638	0.452	345,155	152,510	0.442	315,149	136,043	0.432

Note: The 1963, 1964 and 1965 figures are estimates based on reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers which accounted for approximately 66 percent of the total dollar sales of these classes of manufactures in 1960.

^rRevised.

¹Includes penny goods.

U.S. DEPARTMENT OF COMMERCE
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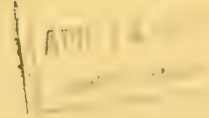
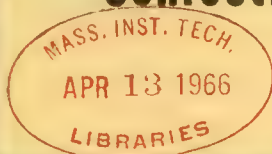
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Industrial Reports

Dewey

Confectionery (Including Chocolate Products)

January 1966



FOR RELEASE: March 22, 1966

SERIES: M20C(66)-1

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$119.0 million in January 1966. This was 4 percent below sales for December 1965 and 2 percent above sales for January of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$114.2 million were 2 percent above sales for December and 2 percent above sales for January 1965. Manufacturer-retailers' sales were 62 percent below the December 1965 level of \$12.4 million and 2 percent above sales for January of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for January were up 4 percent compared with same period last year. Poundage sales of bar goods were 8 percent above the sales for January 1965 and poundage sales of package goods retailing above 50 cents were up 4 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Beginning with January 1966, data for chocolate manufacturers and manufacturer-wholesalers are combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	January 1966 ^P (\$1,000)	Estimated sales at current prices and comparable prices			
		1965		Percent change	
		December ^R (\$1,000)	January (\$1,000)	January 1966 from December 1965	January 1966 from January 1965
ESTIMATED TOTAL DOLLAR SALES.....	112,972	124,011	112,202	-4	-2
BY KIND OF BUSINESS:					
Manufacturer-wholesalers and chocolate manufactures.....	114,222	111,601	112,202	+2	+2
Manufacturer-retailers ¹	4,750	12,410	4,648	-62	-1
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURES BY GEOGRAPHIC AREA					
United States.....	114,222	111,601	112,202	-2	-2
New England.....	9,921	10,595	8,441	-20	+18
Middle Atlantic.....	43,563	(NA)	(NA)	(NA)	(NA)
New York and New Jersey.....	19,077	(NA)	(NA)	(NA)	(NA)
Pennsylvania.....	24,486	(NA)	(NA)	(NA)	(NA)
East North Central.....	34,045	(NA)	(NA)	(NA)	(NA)
Illinois.....	29,553	(NA)	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,427	3,581	3,238	-11	-6
Michigan and Wisconsin.....	1,065	643	980	+66	+9
West North Central.....	5,894	8,250	5,210	-29	+13
Minnesota, Kansas, South Dakota, and Nebraska.....	3,433	4,909	3,096	-30	+11
Iowa and Missouri.....	2,461	3,341	2,114	-26	+16
South Atlantic.....	3,629	4,418	4,784	+18	-24
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,510	1,787	1,744	-16	-13
Georgia and Florida.....	2,119	2,631	3,042	+19	-30
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,830	2,028	1,410	-10	+30
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	5,714	3,395	5,094	+68	+12
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,711	2,395	1,680	+29	+2
Pacific ²	7,915	(NA)	(NA)	(NA)	(NA)
California.....	6,703	(NA)	(NA)	(NA)	(NA)
Washington and Oregon.....	1,212	1,572	1,325	-9	+8

^RRevised. ^PPreliminary. (NA) Not available.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacture-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1966 ^P			January 1965			Percent change	
	Pounds ^R (1,000)	Value ² (\$1,000)	Average value	Pounds ^R (1,000)	Value ² (\$1,000)	Average value	January 1966 from January 1965	Value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	171,800	76,386	(X)	171,000	74,833	(X)	-	-
Package goods made to retail at:								
\$1.00 or more per pound.....	10,000	13,145	\$1.352	8,712	11,503	\$1.320	+12	+14
\$0.50 to \$0.99 per pound.....	10,000	7,991	\$.492	16,324	8,310	\$.509	-37	-
Less than \$0.50 per pound.....	33,718	8,657	\$.257	32,605	8,856	\$.272	+3	-2
Bar goods.....	73,902	30,711	\$.416	68,440	29,759	\$.435	-7	+3
Chocolate-covered nuts.....	17,692	7,868	\$.445	19,697	10,000	\$.508	-10	-12
Chocolate-covered raisins.....	28,549	8,014	\$.281	26,884	7,435	\$.277	-6	+8

(Z) Less than 0.5 percent change. ^RRevised. (X) Not applicable.

Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

¹Includes penny goods.

Confectionery (Including Chocolate Products)

142-A
D255

February 1966

FOR RELEASE: April 17, 1966

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Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$127.1 million in February 1966. This was 6 percent above sales for January 1966 and 8 percent above sales for February of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$119.7 million were 4 percent above sales for January 1966 and 8 percent above sales for February 1965. Manufacturer-retailers' sales were 44 percent above the January 1966 level of \$5.1 million and 1 percent above sales for February of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first 2 months of 1966 were up 3 percent and dollar sales were up 4 percent compared with the same period last year. Poundage sales of bar goods were up 9 percent compared with the first 2 months of 1965 and poundage sales of package goods retailing above 50 cents were up 4 percent compared with last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Beginning with January 1966, data for chocolate manufactures and manufacturer-wholesalers are combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		February 1965 (\$1,000)	Percent change		Estimated sales year to date	
	February ^D (\$1,000)	January ^F (\$1,000)		February 1966 from January 1966	February 1966 from February 1965	2 months 1966 (\$1,000)	Percent change from 2 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	127,079	120,128	^F 117,741	+6	+8	247,207	+6
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	119,723	115,015	^F 110,493	+4	+9	234,738	+5
Manufacturer-retailers ¹	7,356	5,113	7,248	+44	+1	12,469	+5
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	119,723	115,015	^F 110,493	+4	+8	234,738	+5
New England.....	9,640	9,938	^F 8,568	-3	+13	19,578	+15
Middle Atlantic.....	48,465	45,985	(NA)	+5	(NA)	(NA)	(NA)
New York and New Jersey.....	21,122	19,327	(NA)	+9	(NA)	(NA)	(NA)
Pennsylvania.....	27,343	26,658	(NA)	+3	(NA)	(NA)	(NA)
East North Central.....	37,262	32,664	(NA)	+14	(NA)	(NA)	(NA)
Illinois.....	32,885	28,665	(NA)	+15	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,428	2,931	3,042	+17	+13	6,359	+1
Michigan and Wisconsin.....	949	1,068	863	-11	+10	2,017	+9
West North Central.....	5,424	5,892	5,090	-8	+7	11,316	+10
Minnesota, Kansas, South Dakota, and Nebraska.....	3,023	3,431	2,926	-12	+3	6,454	+7
Iowa and Missouri.....	2,401	2,461	2,164	-2	+11	4,862	+14
South Atlantic.....	3,797	3,440	3,867	+10	-2	7,237	-16
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,830	1,588	1,398	+15	+31	3,418	+3
Georgia and Florida.....	1,967	1,852	2,469	+6	-20	3,819	-30
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,756	1,810	1,449	-3	+21	3,566	-25
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,838	5,284	3,259	-27	+18	9,122	+3
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,448	1,708	1,227	-15	+18	3,156	+9
Pacific ²	8,093	8,294	(NA)	-2	(NA)	(NA)	(NA)
California.....	7,074	6,937	(NA)	+2	(NA)	(NA)	(NA)
Washington and Oregon.....	1,019	1,357	974	-25	+5	2,376	+3

^FRevised. ^PPreliminary. (NA) Not available.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

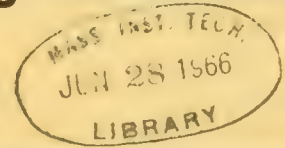
Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1966 ^D			February 1965			First 2 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1966	1965	Percent change from 1965	1966	1965	Percent change from 1965
TOTAL SALES OF SELECTED ESTAB- LISHMENTS.....	145,035	78,009	-	179,840	73,029	-	364,481	354,837	+	153,608	147,862	+
Package goods made to retail at:												
\$1.00 or more per pound.....	6,089	6,322	\$1.038	5,312	5,446	\$1.025	15,696	14,024	+12	19,433	16,949	+15
\$0.50 to \$0.99 per pound.....	19,496	9,825	.504	18,401	9,427	.512	35,113	34,725	+1	17,523	17,737	-1
Less than \$0.50 per pound.....	41,155	11,503	.280	37,619	10,628	.283	70,684	70,224	+1	19,795	19,484	+2
Specialty goods.....	79,252	33,415	.422	71,283	30,360	.426	152,167	139,723	+9	64,389	60,119	+7
Confectionery specialties.....	20,862	9,757	.468	20,739	9,711	.459	38,537	40,436	-5	17,617	18,486	-5
Chocolate specialties.....	25,181	7,187	.285	26,486	7,652	.289	52,284	55,705	-6	14,851	15,087	-2

^DPreliminary.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery (Including Chocolate Products)

March 1966



FOR RELEASE: June 7, 1966

SERIES: M20C(66)-3

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$131.0 million in March 1966. This was 3 percent above sales for February 1966 and 4 percent above sales for March of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$124.9 million were 4 percent above sales for February and 4 percent above sales for March 1965. Manufacturer-retailers' sales were 19 percent below the February level of \$7.4 million and 14 percent above sales for March of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for March were up 3 percent compared with same period last year. Poundage sales of bar goods were 8 percent above the sales for March 1965 and poundage sales of package goods retailing above 50 cents were up 3 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Beginning with January 1966, data for chocolate manufacturers and manufacturer-wholesalers are combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233

Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary

BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966			Percent change		Estimate sales year to date	
	March ^P	February ^P	March 1965	March 1966 from February 1966	March 1966 from March 1965	3 months 1966	Percent change from 3 months 1965
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
ESTIMATED TOTAL DOLLAR SALES.....	130,989	126,809	^P 125,656	+3	+4	377,568	+4
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	124,946	119,377	^P 120,372	+4	+4	358,980	+4
Manufacturer-retailers ¹	6,043	7,432	5,284	-19	-14	18,588	+6
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	124,946	119,377	^P 120,372	+4	+4	358,980	+4
New England.....	9,903	9,169	^P 9,322	+8	+6	29,020	+4
Middle Atlantic.....	52,075	50,043	(NA)	+4	(NA)	(NA)	(NA)
New York and New Jersey.....	23,934	20,799	(NA)	+15	(NA)	(NA)	(NA)
Pennsylvania.....	28,141	29,244	(NA)	-4	(NA)	(NA)	(NA)
East North Central.....	36,742	36,813	(NA)	(Z)	(NA)	(NA)	(NA)
Illinois.....	32,177	32,401	(NA)	-1	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,852	3,465	4,034	+11	-5	10,248	-1
Michigan and Wisconsin.....	913	947	720	-4	+27	2,928	+14
West North Central.....	5,694	4,970	5,539	+15	+3	16,556	-5
Minnesota, Kansas, South Dakota, and Nebraska.....	1,847	1,195	3,120	+55	-41	6,473	-29
Iowa and Missouri.....	3,847	3,775	2,419	+2	+59	10,083	+51
South Atlantic.....	4,267	3,756	4,623	+14	-8	11,463	-13
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,867	1,751	1,642	+7	+14	5,206	+9
Georgia and Florida.....	2,400	2,005	2,981	+20	-19	6,257	-26
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,755	1,745	1,749	+1	(Z)	5,310	+15
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)....	4,310	3,481	4,125	+24	+4	13,075	+5
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,596	1,582	1,438	+1	+11	4,886	+12
Pacific ²	8,404	7,818	(NA)	+7	(NA)	(NA)	(NA)
California.....	7,142	6,809	(NA)	+5	(NA)	(NA)	(NA)
Washington and Oregon.....	1,262	1,009	1,273	+25	-1	3,628	+2

^PRevised. ^PPreliminary. (NA) Not available. (Z) Less than 0.5 percent change.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacture-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.—POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1966 ^P			March 1965 ^P			First 3 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1966	1965	Percent change from 1965	1966	1965	Percent change from 1965
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	200,376	2,471	-	193,380	77,770	-	564,590	547,917	+3	234,521	224,767	+4
Package goods made to retail at:												
\$1.00 or more per pound.....	7,024	7,081	\$1.008	6,523	6,725	\$1.031	21,784	20,547	+6	26,473	23,674	+12
\$0.50 to \$0.99 per pound.....	19,402	7,625	.496	19,178	9,696	.506	55,577	53,903	+3	27,671	27,433	+1
Less than \$0.50 per pound.....	43,997	11,704	.266	42,233	11,509	.273	114,433	112,457	+2	31,413	30,476	+3
Bar stock.....	78,585	33,000	.420	73,682	31,044	.421	230,371	213,405	+8	97,394	91,163	+7
Manufacture's premium.....	25,882	11,739	.454	23,201	10,869	.468	64,203	63,637	+1	29,295	29,355	(Z)
Package goods.....	25,486	7,322	.287	28,263	7,927	.280	78,202	83,968	-7	22,285	22,656	-2

(Z) Less than 0.5 percent change. ^PRevised. ^PPreliminary.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Current Industrial Reports

Confectionery (Including Chocolate Products)

April 1966

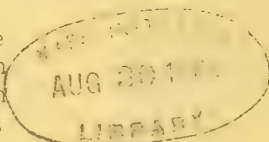


FOR RELEASE: June 21, 1966

D255

SERIES: M20C(66)-4

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$112.0 million in April 1966. This was 14 percent below sales for March 1966 and 1 percent above sales for April of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$100.4 million were 19 percent below sales for March and approximately the same as sales for April 1965. Manufacturer-retailers' sales were 91 percent above the March 1966 level of \$6.1 million and 13 percent above sales for April of last year.



Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first four months of 1966 were up 2 percent compared with same period last year. Poundage sales of bar goods were up 7 percent compared with the first four months of 1966 and poundage sales of package goods retailing above 50 cents were up 4 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Beginning with January 1966, data for chocolate manufacturers and manufacturer-wholesalers are combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		April 1965 (\$1,000)	Percent change		Estimated sales year to date	
	April ¹ (\$1,000)	March ² (\$1,000)		April 1966 from March 1966	April 1966 from April 1965	4 months 1966 (\$1,000)	Percent change from 4 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	112,020	130,332	110,161	-14	+2	429,229	+3
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	100,352	124,235	99,812	-10	(Z)	458,979	+3
Manufacturer-retailer ¹	11,668	6,097	10,349	+21	+13	30,310	+9
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURES BY GEOGRAPHIC AREA							
United States.....	100,352	124,235	99,812	-10	(Z)	458,979	+3
New England.....	7,684	9,608	7,290	-20	+5	36,399	+3
Middle Atlantic.....	39,498	52,047	(NA)	-14	(NA)	(NA)	(NA)
New York and New Jersey.....	18,896	23,957	(NA)	-21	(NA)	(NA)	(NA)
Pennsylvania.....	20,602	28,090	(NA)	-17	(NA)	(NA)	(NA)
East North Central.....	30,390	36,936	(NA)	-12	(NA)	(NA)	(NA)
Illinois.....	26,458	32,171	(NA)	-12	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,208	3,852	3,055	-17	+5	13,456	+1
Michigan and Wisconsin.....	724	913	615	-10	-12	3,652	+15
West North Central.....	5,460	5,686	5,504	-4	-1	22,008	+3
Minnesota, Kansas, South Dakota, and Nebraska.....	2,970	3,150	2,976	-6	(Z)	11,968	-1
Iowa and Missouri.....	2,490	2,536	2,528	-2	-2	10,040	+9
South Atlantic.....	4,369	4,140	5,198	+1	-6	15,705	-15
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,729	1,867	2,238	-7	-23	6,935	-1
Georgia and Florida.....	2,640	2,273	2,960	+16	-11	8,770	-23
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,534	1,781	1,397	-13	-10	6,344	+14
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,221	4,063	3,293	-21	-2	16,049	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)...	1,410	1,596	1,478	-12	-5	6,296	+8
Pacific.....	6,786	7,444	(NA)	-19	(NA)	(NA)	(NA)
California.....	5,936	7,142	(NA)	-17	(NA)	(NA)	(NA)
Washington and Oregon.....	850	1,262	485	-33	-3	4,472	+1

¹Revised. ²Preliminary. (Z) Less than 0.5 percent. (NA) Not available.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacture-operated stores in 1960.

²Does not include Alaska and Hawaii.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	April 1966 ^P			April 1965			First 4 months					
							Pounds (1,000)		Value (\$1,000)			
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds ² (1,000)	Value ² (\$1,000)	Average value	1966	1965	Percent change from 1965	1966	1965	Percent change from 1965
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	165,469	66,234	(X)	163,460	64,221	(X)	729,007	711,377	-2	288,978	288,978	-
Package goods made to retail at:												
\$1.00 or more per pound.....	6,069	6,154	\$1.014	5,992	6,117	\$1.021	27,519	26,539	-4	32,191	29,791	+8
\$0.50 to \$0.99 per pound.....	14,646	7,058	.482	13,806	6,676	.484	70,528	67,709	-4	34,818	34,109	+2
Less than \$0.50 per pound.....	32,930	8,866	.269	33,185	8,182	.247	147,363	145,642	-1	40,279	38,658	+4
Per pound goods.....	68,491	28,430	.415	65,095	27,100	.416	298,837	278,500	+7	125,812	118,263	+6
Candy.....	20,823	9,721	.467	20,705	9,584	.463	84,207	84,342	(Z)	38,897	38,939	-1
Bulk goods ²	22,510	6,005	.267	24,677	6,562	.266	100,553	108,645	-7	23,221	29,218	-23

(Z) Less than 0.5 percent change. ^PRevised. (X) Not applicable.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

²Includes penny goods.



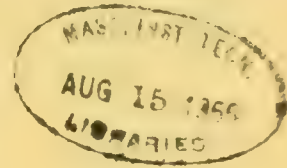
Current Industrial Reports / Confectionery (Including Chocolate Products) May 1966

FOR RELEASE: July 26, 1966

SERIES: M20C(66)-5

105-A
D255

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$101.1 million in May 1966. This was 8 percent below sales for April 1966 and 19 percent above sales for May of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$96.1 million were 3 percent below sales for April and 19 percent above sales for May 1965. Manufacturer-retailers' sales were 53 percent below the April 1966 level of \$11.2 million and 15 percent above sales for May of last year.



Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first five months of 1966 were up 5 percent compared with same period last year. Poundage sales of bar goods were up 9 percent compared with the first five months of 1965 and poundage sales of package goods retailing above 50 cents were up 9 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		May 1965 ^r	Percent change		Estimated sales year to date	
	May ^p	April ^r		May 1966 from April 1966	May 1966 from May 1965	5 months 1966	Percent change from 5 months 1965
	(\$1,000)	(\$1,000)		(\$1,000)		(\$1,000)	
ESTIMATED TOTAL DOLLAR SALES.....	101,069	110,657	84,817	-2	+19	588,847	+5
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufactures.....	96,082	99,496	80,495	-3	+19	553,853	+5
Manufacturer-retailers ¹	4,987	11,161	4,322	-55	+15	34,994	-9
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURES BY GEOGRAPHIC AREA							
United States.....	96,082	99,496	80,495	-3	+19	553,853	+5
New England.....	6,832	7,701	6,044	-11	+13	43,248	+5
Middle Atlantic.....	40,102	38,931	(NA)	+3	(NA)	(NA)	(NA)
New York and New Jersey.....	22,291	18,876	(NA)	+18	(NA)	(NA)	(NA)
Pennsylvania.....	17,811	20,055	(NA)	-11	(NA)	(NA)	(NA)
East North Central.....	28,893	30,413	(NA)	-5	(NA)	(NA)	(NA)
Illinois.....	25,103	26,463	(NA)	-5	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,029	3,226	2,586	-6	+17	16,503	+3
Michigan and Wisconsin.....	761	724	547	+5	+39	4,413	+18
West North Central.....	4,723	5,463	33,754	-14	+40	26,734	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	2,298	2,970	1,757	-23	+31	14,266	+3
Iowa and Missouri.....	2,425	2,493	1,618	-3	+50	12,468	+15
South Atlantic.....	4,335	4,373	4,077	-1	+6	20,044	-11
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,839	2,103	1,628	-13	+13	9,148	+6
Georgia, and Florida.....	2,496	2,270	2,449	+10	+2	10,896	-21
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,506	1,553	1,225	-3	+23	8,369	+16
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,449	3,221	2,289	-24	+7	18,498	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)...	1,066	1,410	887	-24	+20	7,362	+10
Pacific ²	6,176	6,431	(NA)	-4	(NA)	(NA)	(NA)
California.....	5,386	5,578	(NA)	-3	(NA)	(NA)	(NA)
Washington and Oregon.....	790	853	704	-7	+12	5,271	+2

^rRevised. ^pPreliminary. (Z) Less than 0.5 percent. (NA) Not available.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacture-operated stores in 1960.

²Does not include Alaska and Hawaii.

Table 2.—POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	May 1966 ^p			May 1965 ^r			First 5 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1966	1965 ^r	Percent change from 1965	1966	1965 ^r	Percent change from 1965
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	165,051	63,975	-	141,953	52,323	-	893,318	853,142	+5	363,644	341,301	+7
Package goods made to retail at:												
\$1.00 or more per pound.....	3,205	2,920	\$0.911	2,601	2,442	\$0.939	30,724	28,952	+6	35,111	32,233	+9
\$0.50 to \$0.99 per pound.....	15,243	7,358	.483	10,514	4,833	.460	85,831	78,223	+10	42,195	38,942	+8
Less than \$0.50 per pound.....	32,666	8,586	.263	29,770	7,539	.253	179,925	175,412	+3	48,734	46,197	+5
Bar goods.....	65,942	27,212	.413	56,805	22,999	.405	364,757	335,305	+9	152,804	141,262	+8
5¢ and 10¢ specialties	25,453	11,656	.458	19,110	8,460	.443	109,402	103,452	+6	50,443	47,399	+6
Bulk goods ²	22,542	6,243	.277	23,153	6,050	.261	122,679	131,798	-7	34,357	35,268	-3

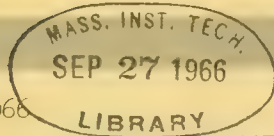
(Z) Less than 0.5 percent change. ^rRevised. (X) Not applicable.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 60 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

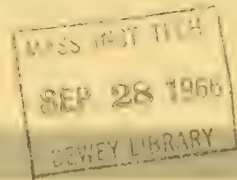
²Includes penny goods.

Current Industrial Reports Confectionery (Including Chocolate Products)

June 1966



D255



FOR RELEASE: August 22, 1966

SERIES: M20C(66)-6

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$102.8 million in June 1966. This was 1 percent above sales for May 1966 and 8 percent above sales for June of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$98.8 million were 3 percent above sales for May and 8 percent above sales for June 1965. Manufacturer-retailers' sales were 20 percent below the May 1966 level of \$5.0 million and approximately the same sales level as for June of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first six months of 1966 were up 5 percent compared with same period last year. Poundage sales of bar goods were up 10 percent compared with the first six months of 1965 and poundage sales of package goods retailing above 50 cents were up 10 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

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Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		June 1966 ^r	Percent change		Estimated sales year to date	
	June ^p	May ^r		June 1966 from May 1966	June 1966 from June 1965	6 months 1966	Percent change from 6 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	102,808	101,384	95,063	+1	+8	691,842	+6
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	98,841	96,397	91,106	+3	+8	653,085	+6
Manufacturer-retailers ¹	3,967	4,987	3,957	-20	(2)	38,757	+7
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	98,841	96,397	91,106	+3	+8	653,085	+6
New England.....	6,837	6,862	6,477	(2)	+6	50,115	+5
Middle Atlantic.....	39,377	40,113	(NA)	-2	(NA)	(NA)	(NA)
New York and New Jersey.....	21,720	22,502	(NA)	-3	(NA)	(NA)	(NA)
Pennsylvania.....	17,657	17,611	(NA)	(2)	(NA)	(NA)	(NA)
East North Central.....	32,712	29,013	(NA)	+13	(NA)	(NA)	(NA)
Illinois.....	29,316	25,220	(NA)	+16	(NA)	(NA)	(NA)
Ohio and Indiana.....	2,669	3,031	2,849	-12	-6	19,174	+2
Michigan and Wisconsin.....	727	762	997	-5	+22	5,141	+19
West North Central.....	4,034	4,740	3,799	-15	+6	30,785	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	1,964	2,298	1,977	-15	-1	16,230	+2
Iowa and Missouri.....	2,070	2,442	1,822	-15	+14	14,555	+15
South Atlantic.....	4,431	4,453	4,251	(2)	+4	24,593	-8
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,072	1,850	1,890	+12	+10	11,231	+7
Georgia, and Florida.....	2,359	2,603	2,361	-9	(2)	13,362	-18
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,484	1,502	1,397	-1	+6	9,844	+14
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,335	2,457	2,334	-5	(2)	20,841	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)...	995	1,067	1,002	-7	-1	8,358	+8
Pacific ²	6,636	6,190	(NA)	+7	(NA)	(NA)	(NA)
California.....	5,882	5,399	(NA)	+9	(NA)	(NA)	(NA)
Washington and Oregon.....	754	791	642	-6	+17	6,026	+2

^rRevised. ^pPreliminary. (2) Less than 0.5 percent. (NA) Not available.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

²Does not include Alaska and Hawaii.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	June 1966 ^p			June 1966 ^r			First 6 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)			Value (\$1,000)		
							1966	1965 ^r	Percent change from 1965	1966	1965 ^r	Percent change from 1965
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	179,179	17,998	\$379	164,118	16,090	\$372	1,072,540	1,017,290	+5	426,367	422,391	+6
Package goods made to retail at:												
\$1.00 or more per pound.....	2,284	2,041	.90	2,139	1,906	.89	33,008	31,091	+6	37,152	34,139	+9
\$0.50 to \$0.99 per pound.....	18,254	8,607	.47	15,309	7,420	.48	104,084	93,532	+11	50,801	46,394	+10
Less than \$0.50 per pound.....	36,559	9,715	.266	32,800	8,424	.257	216,744	208,212	+4	58,760	54,421	+8
Bar goods.....	72,077	29,008	.403	60,365	24,337	.405	436,880	395,370	+10	178,213	161,444	+8
5¢ and 10¢ specialties	26,656	12,294	.461	25,817	11,762	.456	139,917	129,269	+5	62,724	59,161	+6
Bulk goods ²	23,349	6,333	.271	27,988	7,241	.259	145,907	159,786	-9	40,007	42,509	-6

^rRevised. (X) Not applicable.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

²Includes penny goods.

Confectionery (Including Chocolate Products)

July 1966



FOR RELEASE: October 11, 1966

D255

SERIES: M20C(66)-7

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$74.5 million in July 1966. This was 27 percent below sales for June 1966 and 2 percent below sales for July of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$70.9 million were 28 percent below sales for June and 2 percent below sales for July 1965. Manufacturer-retailers' sales were 9 percent below the June 1966 level of \$4.0 million and approximately the same sales level as for July of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first seven months of 1966 were up 5 percent compared with same period last year. Poundage sales of bar goods were up 10 percent compared with the first seven months of 1965 and poundage sales of package goods retailing above 50 cents were up 10 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



Table 1.—DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		July 1965 ^r (\$1,000)	Percent change		Estimated sales year to date	
	July ^p (\$1,000)	June ^r (\$1,000)		July 1966 from June 1966	July 1966 from July 1965	7 months 1966	Percent change from 7 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	74,547	102,718	76,065	-27	-2	766,575	+5
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	70,945	98,746	72,435	-28	-2	724,211	+5
Manufacturer-retailers ¹	3,602	3,972	3,630	-7	-1	42,364	+7
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	70,945	98,746	72,435	-28	-2	724,211	+5
New England.....	4,359	6,885	5,059	-37	-14	54,522	+3
Middle Atlantic.....	25,284	39,418	(NA)	-36	(NA)	(NA)	(NA)
New York and New Jersey.....	13,254	21,783	(NA)	-39	(NA)	(NA)	(NA)
Pennsylvania.....	12,030	17,635	(NA)	-32	(NA)	(NA)	(NA)
East North Central.....	25,731	32,363	(NA)	-20	(NA)	(NA)	(NA)
Illinois.....	22,987	28,970	(NA)	-21	(NA)	(NA)	(NA)
Ohio and Indiana.....	2,226	2,670	2,479	-17	-10	21,401	+1
Michigan and Wisconsin.....	518	723	475	-28	+9	5,655	+18
West North Central.....	2,958	4,017	3,042	-26	-3	33,726	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	1,396	1,955	1,412	-29	-1	17,617	+2
Iowa and Missouri.....	1,562	2,062	1,630	-24	-4	16,109	+13
South Atlantic.....	4,438	4,432	4,136	(Z)	+7	29,032	-6
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,787	2,073	1,584	-14	+13	13,019	+7
Georgia, and Florida.....	2,651	2,359	2,552	+12	+4	16,013	-15
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,084	1,484	1,226	-27	-12	10,933	-11
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	1,850	2,527	1,992	-27	-7	22,883	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)....	735	445	811	-26	-9	9,093	+7
Pacific.....	4,506	6,625	(NA)	-32	(NA)	(NA)	(NA)
California.....	3,801	5,871	(NA)	-35	(NA)	(NA)	(NA)
Washington and Oregon.....	705	754	634	-6	+11	6,731	+5

^rRevised ^pPreliminary. (Z) Less than 0.5 percent (NA) Not available.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

²Does not include Alaska and Hawaii.

Table 2.—POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	July 1966 ^p			July 1965 ^r			First 7 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1966 ^p	1965 ^r	Percent change from 1965	1966 ^p	1965 ^r	Percent change from 1965
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	128,411	47,568	.370	130,754	47,064	.360	1,200,872	1,148,014	+5	476,095	449,455	+6
Package goods made to retail at:												
\$1.00 or more per pound.....	1,550	1,552	1.001	1,910	1,617	.847	34,447	33,001	+4	38,894	35,756	+9
\$0.50 to \$0.99 per pound.....	12,184	5,705	.468	10,983	5,257	.479	116,455	104,515	+11	56,527	51,619	+10
Less than \$0.50 per pound.....	29,021	7,737	.267	30,514	7,995	.262	245,765	238,726	+3	66,497	62,616	+6
Bar goods.....	51,726	20,289	.392	50,623	19,442	.384	488,458	445,993	+10	198,488	185,041	+7
Wafers and similar products.....	15,998	7,223	.451	14,953	6,708	.449	151,917	144,222	+5	69,948	65,869	+6
Other.....	17,932	5,062	.282	21,771	6,045	.278	163,830	181,557	-10	45,741	48,554	-6

¹Includes penny goods. (Z) Not applicable.

²Includes penny goods. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

Includes penny goods.

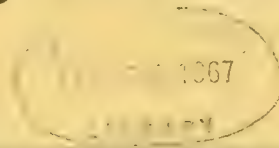


Current Industrial Reports

Confectionery Including Chocolate

Products

August 1966



143 A

FOR RELEASE: November 9, 1966

D255

SERIES: M20C(66)-8

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$116.1 million in August 1966. This was 55 percent above sales for July 1966 and 11 percent above sales for August of last year. Sales of manufacturers-wholesalers and chocolate manufacturers at \$112.2 million were 57 percent above sales for July and 11 percent above sales for August 1965. Manufacturer-retailers' sales were 10 percent above the July 1966 level of \$3.6 million and 9 percent above sales for August of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first eight months of 1966 were up 6 percent compared with same period last year. Poundage sales of bar goods were up 11 percent compared with the first eight months of 1965 and poundage sales of package goods retailing above 50 cents were up 12 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233

Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary

BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		August 1966 ^P	Percent change		Estimated sales year to date	
	August ^P	July ^R		August 1966 from July 1966	August 1966 from August 1965	8 months 1966	Percent change from 8 months 1965
	(\$1,000)	(\$1,000)	(\$1,000)			(\$1,000)	
ESTIMATED TOTAL DOLLAR SALES.....	116,132	74,821	104,941	+55	+11	882,981	+6
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	112,192	71,234	101,315	+57	+11	836,692	+6
Manufacturer-retailers ¹	3,940	3,587	3,626	+10	+9	46,289	+7
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	112,192	71,234	101,315	+57	+11	836,692	+6
New England.....	8,571	4,624	8,647	+85	-1	63,358	+3
Middle Atlantic.....	45,741	25,308	(NA)	+81	(NA)	(NA)	(NA)
New York and New Jersey.....	22,235	13,251	(NA)	+68	(NA)	(NA)	(NA)
Pennsylvania.....	23,506	12,057	(NA)	+95	(NA)	(NA)	(NA)
East North Central.....	35,195	25,731	(NA)	+37	(NA)	(NA)	(NA)
Illinois.....	31,279	22,987	(NA)	+36	(NA)	(NA)	(NA)
Ohio and Indiana.....	3,104	2,226	3,262	+39	-5	24,505	(Z)
Michigan and Wisconsin.....	812	518	579	+57	+40	6,467	+20
West North Central.....	4,548	2,958	3,849	+54	+18	38,274	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	2,303	1,396	1,960	+65	+18	19,920	+4
Iowa and Missouri.....	2,245	1,562	1,889	+44	+19	18,354	+13
South Atlantic.....	6,468	4,438	4,720	+46	+37	35,500	(Z)
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,213	1,787	2,031	+24	+9	15,232	+8
Georgia and Florida.....	4,255	2,651	2,689	+61	+58	20,268	-16
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,572	1,084	1,554	+45	+1	12,505	+10
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	2,269	1,850	2,255	+23	+1	25,152	+2
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)...	1,046	735	922	+42	+13	10,139	+7
Pacific ²	6,782	4,506	(NA)	+51	(NA)	(NA)	(NA)
California.....	5,877	3,801	(NA)	+55	(NA)	(NA)	(NA)
Washington and Oregon.....	905	705	802	+28	+13	7,636	+6

^PRevised. ^RPreliminary. (Z) Less than 0.5 percent. (NA) Not available.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

²Does not include Alaska and Hawaii.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	August 1966 ^P			August 1965 ^R			First 8 months					
							Pounds (1,000)		Percent change from 1965	Value (\$1,000)		Percent change from 1965
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1966	1965 ^R		1966	1965 ^R	
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	197,894	77,385	\$.391	177,514	66,380	\$.382	1,401,031	1,325,528	+6	553,768	517,335	+7
Package goods made to retail at:												
\$1.00 or more per pound.....	2,787	2,779	0.997	3,147	2,881	0.915	37,495	36,148	+4	41,693	38,637	+8
\$0.50 to \$0.99 per pound.....	22,823	10,894	.477	17,359	8,297	.478	139,353	121,874	+14	67,450	59,916	+13
Less than \$0.50 per pound.....	38,739	10,484	.271	39,677	10,656	.269	284,051	278,403	+2	76,621	73,272	+5
Bar goods.....	81,811	34,417	.421	68,203	28,859	.423	570,710	514,196	+11	233,111	213,900	+9
5¢ and 10¢ specialties.....	25,324	10,993	.434	19,603	9,020	.460	179,127	163,825	+19	81,311	74,880	+9
Bulk goods ²	26,410	7,818	.296	29,525	8,167	.277	190,295	211,082	-10	53,582	56,721	-6

^PPreliminary. ^RRevised.

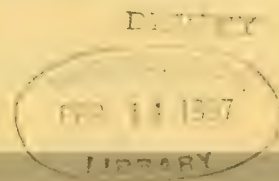
¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

²Includes penny goods.



Current Industrial Reports Confectionery (Including Chocolate Products)

September 1966



FOR RELEASE: November 30, 1966

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SERIES: M20C(66)-9

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$176.4 million in September 1966. This was 51 percent above sales for August 1966 and 8 percent above sales for September of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$172.2 million were 52 percent above sales for August and 9 percent above sales for September 1965. Manufacturer-retailers' sales were 20 percent above the August 1966 level of \$3.5 million and 1 percent above the sales for September of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first nine months of 1966 were up 7 percent compared with same period last year. Poundage sales of bar goods were up 13 percent compared with the first nine months of 1965 and poundage sales of package goods retailing above 50 cents were up 14 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary
William H. Shaw, Asst. Secy., Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		September 1965 ^R	Percent change		Estimated sales year to date	
	September ^P	August ^R		September 1966 from August 1966	September 1966 from September 1965	9 months 1966 (\$1,000)	Percent change from 9 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	176,422	116,912	162,682	+51	+8	1,060,183	+6
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.	172,192	113,383	158,512	+52	+9	1,010,075	+6
Manufacturer-retailers ¹ .	4,230	3,529	4,170	+20	+1	50,108	+5
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	172,192	113,383	158,512	+52	+9	1,010,075	+6
New England.....	10,272	8,844	12,714	+16	-19	73,903	(Z)
Middle Atlantic.....	72,584	46,281	(NA)	+57	(NA)	(NA)	(NA)
New York and New Jersey...	32,777	22,794	(NA)	+44	(NA)	(NA)	(NA)
Pennsylvania.....	39,807	23,487	(NA)	+69	(NA)	(NA)	(NA)
East North Central.....	59,200	35,426	(NA)	+67	(NA)	(NA)	(NA)
Illinois.....	51,871	31,527	(NA)	+65	(NA)	(NA)	(NA)
Ohio and Indiana.....	6,059	3,089	4,977	+96	+22	30,549	+3
Michigan and Wisconsin.....	1,270	810	1,119	+57	+13	7,735	+19
West North Central.....	5,501	4,535	5,305	+21	+4	43,762	+7
Minnesota, Kansas, South Dakota, and Nebraska.....	2,920	2,302	2,745	+27	+6	22,839	+4
Iowa and Missouri.....	2,581	2,233	2,560	+16	+1	20,923	+12
South Atlantic.....	7,184	6,451	7,498	+11	-4	42,667	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	3,221	2,201	2,600	+46	+24	18,441	+10
Georgia and Florida.....	3,963	4,250	4,898	-	-19	24,226	-8
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,537	1,603	2,409	+58	+5	15,073	+9
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,624	2,265	4,110	+104	+13	29,772	+4
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,216	1,197	1,369	+2	-11	11,506	+6
Pacific ²	9,074	6,781	(NA)	+34	(NA)	(NA)	(NA)
California.....	7,645	5,877	(NA)	+30	(NA)	(NA)	(NA)
Washington and Oregon.....	1,429	904	1,475	+58	-3	9,064	+4

(NA) Not available. ^PPreliminary. ^RRevised. (Z) Less than 0.5 percent.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

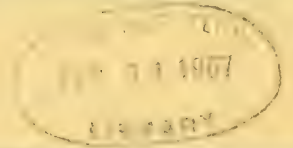
Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	September 1966 ^P			September 1965 ^R			First 9 months					
							Pounds (1,000)			Value (\$1,000)		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1966 ^P	1965 ^R	Percent change from 1965	1966 ^P	1965 ^R	Percent change from 1965
TOTAL SALES OF SELECTED ESTAB- LISHMENTS.....	305,062	127,083	(X)	267,902	108,608	(X)	1,709,997	1,593,430	+7	682,435	625,943	+9
Package goods made to retail at:												
\$1.00 or more per pound.....	7,384	7,654	\$1.037	7,108	7,001	\$0.992	45,240	43,270	+5	49,665	45,688	+9
\$0.50 to \$0.99 per pound.....	43,501	21,002	.483	35,071	16,601	.473	182,301	176,945	+10	88,181	76,517	+15
Less than \$0.50 per pound.....	71,293	20,883	.293	65,227	19,088	.293	356,123	343,630	+4	97,719	92,300	+6
Per goods.....	119,890	53,551	.447	100,585	43,933	.437	693,221	614,781	+13	287,594	257,833	+12
5¢ and 10¢ specialties	28,432	13,146	.462	25,189	11,562	.459	207,542	189,014	+10	94,737	86,471	+10
Bulk goods ²	34,562	10,847	.314	34,722	10,373	.299	225,570	245,804	-8	64,539	67,094	-4

^PPreliminary. ^RRevised. (X) Not applicable.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery, Including Chocolate
Products

October 1966



142A

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D255

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$162.8 million in October 1966. This was 10 percent below sales for September 1966 and 6 percent above sales for October of last year. Sales of manufacturers-wholesalers and chocolate manufacturers at \$157.9 million were 11 percent below sales for September and 6 percent above sales for October 1965. Manufacturer-retailers' sales were 15 percent above the September 1966 level of \$4.2 million and 4 percent above sales for October of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first ten months of 1966 were up 7 percent compared with same period last year. Poundage sales of bar goods were up 12 percent compared with the first ten months of 1965 and poundage sales of package goods retailing above 50 cents were up 12 percent compared with same period

last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		October 1965 ^r	Percent change		Estimated sales year to date	
	October ^p	September ^r		October 1966 from September 1966	October 1966 from October 1965	10 months 1966	Percent change from 10 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	162,801	181,751	153,642	-10	+6	1,228,313	+7
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	157,921	177,521	148,963	-11	+6	1,173,325	+7
Manufacturer-retailers ¹	4,880	4,230	4,679	+15	+4	54,988	+5
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	157,921	177,521	148,963	-11	+6	1,173,325	-7
New England.....	12,524	13,320	12,118	-6	+3	89,475	-4
Middle Atlantic.....	58,883	72,580	(NA)	-19	(NA)	(NA)	(NA)
New York and New Jersey.....	27,110	32,773	(NA)	-17	(NA)	(NA)	(NA)
Pennsylvania.....	31,773	39,807	(NA)	-20	(NA)	(NA)	(NA)
East North Central.....	53,755	61,472	(NA)	-13	(NA)	(NA)	(NA)
Illinois.....	47,227	52,481	(NA)	-10	(NA)	(NA)	(NA)
Ohio and Indiana.....	5,581	7,650	6,073	-27	-8	37,721	-6
Michigan and Wisconsin.....	947	1,341	895	-29	+6	8,753	+18
West North Central.....	6,581	5,501	6,036	+20	+9	50,343	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	3,308	2,920	2,929	+13	+13	26,147	+5
Iowa and Missouri.....	3,273	2,581	3,107	+27	+5	24,196	+11
South Atlantic.....	7,382	7,185	6,354	+3	+16	50,050	-1
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,937	3,222	2,445	-9	+20	21,379	+11
Georgia and Florida.....	4,445	3,963	3,909	+12	+14	28,671	-5
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	3,611	2,537	4,095	-42	-12	18,684	-4
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,701	4,624	4,119	+2	+14	34,473	+5
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah)....	1,693	1,370	1,613	+24	+5	13,353	+7
Pacific ²	8,791	8,932	(NA)	-2	(NA)	(NA)	(NA)
California.....	7,335	7,549	(NA)	-3	(NA)	(NA)	(NA)
Washington and Oregon.....	1,456	1,383	1,325	+5	+10	10,474	+4

^rRevised. ^pPreliminary. (z) Less than 0.5 percent. (NA) Not available.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	October 1966 ^p			October 1965 ^r			First 10 months					
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)		Percent change from 1965	Value (\$1,000)		Percent change from 1965
							1966	1965 ^r		1966	1965 ^r	
TOTAL SALES OF SELECTED ESTABLISH- MENTS.....	256,286	106,747	-	247,758	100,610	(X)	1,973,879	1,841,188	+7	790,587	726,553	+9
Package goods made to retail at:												
\$1.00 or more per pound.....	8,615	8,600	\$0.998	7,911	7,475	\$0.945	53,867	51,167	+5	58,242	53,163	+10
\$0.50 to \$0.99 per pound.....	40,054	19,380	0.484	38,044	18,053	0.475	222,604	194,989	+14	107,685	94,500	+14
Less than \$0.50 per pound.....	47,750	14,091	0.295	49,175	14,239	0.290	409,624	392,805	+4	112,790	106,599	+6
Bar goods.....	100,242	43,130	0.430	92,493	39,910	0.431	793,470	707,274	+12	330,727	297,243	+11
Specialties.....	22,548	10,589	0.470	20,469	9,470	0.463	231,176	209,483	+10	105,555	95,921	+10
Bulk goods ²	37,077	10,957	0.296	39,666	11,463	0.289	263,138	285,470	-8	75,588	78,557	-4

^pPreliminary. ^rRevised.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery, Including Chocolate Products

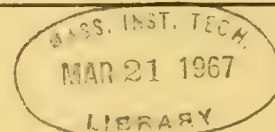
November 1966

145-4

FOR RELEASE: January 23, 1967

D255

SERIES: M20C(66)-11



Manufacturers' sales of confectionery, and competitive chocolate products were estimated at \$169.9 million in November 1966. This was less than 1 percent below sales for October 1966 and 16 percent above sales for November of last year. Sales of manufacturers-wholesalers and chocolate manufacturers at \$160.9 million were 3 percent below sales for October and 15 percent above sales for November 1965. Manufacturer-retailers' sales were 88 percent above the October 1966 level of 4.8 million and 4.7 percent above sales for November of last year.

last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturers-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for the first eleven months of 1966 were up 8 percent compared with same period last year. Poundage sales of bar goods were up 13 percent compared with the first eleven months of 1965 and poundage sales of package goods retailing above 50 cents were up 12 percent compared with same period

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE John T. Connor, Secretary

William H. Shaw, Asst. Secy., Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--MANUFACTURER-SALESPERSONS AND COMPETITIVE RETAILERS, BY TYPE OF MANUFACTURE, BY GEOGRAPHIC AREA

Type of product ¹	Estimated sales, 1966 (in thousands of dollars)						
	1966		1965	Percent change		1966 sales	
	1966	1965		1966	1965	1966	1965
	\$,000	(\$1,000)	\$,000			\$,000	11 months
ESTIMATED TOTAL SALES OF MANUFACTURER-SALESPERSONS.....	146,252	140,105	146,252	-	+15	1,406,224	-
MANUFACTURER-SALESPERSONS:							
Manufacturer-wholesalers and chocolate manufacturers.....	140,105	140,105	140,105	-	+15	1,342,312	-
Manufacturer-retailers.....	6,147	6,147	6,147	-	+47	63,912	-
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	140,105	140,105	140,105	-3	+15	1,342,312	-
New England.....	12,336	12,336	12,336	-3	-9	101,258	-
Middle Atlantic.....	66,374	66,374	66,374	-5	NA	(NA)	NA
New York and New Jersey.....	33,617	33,617	33,617	-1	NA	(NA)	NA
Pennsylvania.....	32,528	32,528	32,528	-10	(NA)	(NA)	NA
East North Central.....	54,372	54,372	54,372	-16	(NA)	(NA)	NA
Illinois.....	47,332	47,332	47,332	-17	(NA)	(NA)	NA
Ohio and Indiana.....	6,093	6,093	6,093	-12	+4	43,570	+7
Michigan and Wisconsin.....	947	947	947	+19	+18	9,883	+18
West North Central.....	6,579	6,579	6,579	+12	+12	61,365	-8
Minnesota, Kansas, South Dakota, and Nebraska.....	3,308	3,308	3,308	+94	+15	32,568	+7
Montana and Wyoming.....	3,271	3,271	3,271	+41	+9	28,797	+10
South Atlantic.....	7,558	7,558	7,558	+4	+9	58,090	-
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,934	2,934	2,934	+4	+22	24,415	-11
Georgia and Florida.....	4,624	4,624	4,624	+4	+3	33,675	-
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	3,581	3,581	3,581	-	-	21,895	-
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,701	4,701	4,701	+25	+10	40,330	-
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	2,615	2,615	2,615	+80	+16	21,895	-
Pacific.....	8,795	8,795	8,795	NA	NA	NA	NA
California.....	NA	NA	NA	(2)	(NA)	(NA)	(NA)
Washington and Oregon.....	1,735	1,735	1,735	+16	+16	12,482	+6

(NA) Not available. ¹Preliminary. ²Revised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their sales to the manufacturer-retailer.

Table 2.--MANUFACTURER-SALESPERSONS AND COMPETITIVE RETAILERS, BY TYPE OF MANUFACTURE, BY GEOGRAPHIC AREA, BY TYPE OF PRODUCT

Type of product ¹	1966			1965			1964			1963		
	1966		Percent change	1965		Percent change	1964		Percent change	1963		Percent change
	Pounds (1,000)	Value (\$1,000)		Pounds (1,000)	Value (\$1,000)		Pounds (1,000)	Value (\$1,000)		Pounds (1,000)	Value (\$1,000)	
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	223,535	99,136	(X)	200,650	87,474	-	2,199,011	2,041,838	-	890,392	814,027	-
Package goods made to retail at:												
per pound.....	16,115	18,204	\$1.129	17,000	17,287	\$1.017	69,696	76,252	-	76,252	70,450	-8
\$0.50 to \$0.99 per pound.....	35,035	17,104	0.488	32,402	15,194	0.463	257,650	227,391	+13	124,795	119,471	-14
Less than \$0.50 per pound.....	46,685	13,460	0.288	44,516	12,872	0.289	459,033	437,321	+5	127,321	119,471	+7
.....	NA	31,647	0.431	59,176	25,178	0.425	865,991	766,450	-	NA	322,921	-
.....	NA	10,085	0.454	19,063	8,706	0.457	253,275	228,546	+11	115,544	104,627	-10
.....	30,180	NA	0.286	28,493	8,237	NA	NA	313,963	-7	84,141	86,794	-3

¹Preliminary. ²Revised.

for years prior to 1963.



Confectionery, Including Chocolate Products

December 1966

142-A
D255

FOR RELEASE: February 14, 1967

SERIES: M20C(66)-12

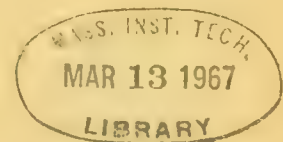
Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$142.4 million in December 1966. This was 16 percent below sales for November 1966 and 8 percent above sales for December of last year. Sales of manufacturers-wholesalers and chocolate manufacturers at \$128 million were 20 percent below sales for November and 8 percent above sales for December 1965. Manufacturer-retailers' sales were 61 percent above the November 1966 level of \$8.9 million and 16 percent above sales for December of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for 1966 were up 7 percent compared with same period last year. Poundage sales of bar goods were up 12 percent compared with 1965, and poundage sales of package goods retailing above 50 cents were up 8 percent compared with same period last year. (See reverse, table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturers-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are aggregate figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	Estimated sales of current month and comparisons						
	1966		December 1965 ^R (\$1,000)	Percent change		Estimated sales year to date	
	December ^D (\$1,000)	November ^R (\$1,000)		December 1966 from November 1966	December 1966 from December 1965	12 months 1966 (\$1,000)	Percent change from 12 months 1965
ESTIMATED TOTAL DOLLAR SALES.....	142,408	169,204	131,322	-16	+8	1,547,900	+8
BY KIND OF BUSINESS:							
Manufacturer-wholesalers and chocolate manufacturers.....	127,984	160,260	118,907	-20	+8	1,469,637	+8
Manufacturer-retailers ¹	14,424	8,944	12,415	+61	+16	78,263	+11
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA							
United States.....	127,984	160,260	118,907	-20	+8	1,469,637	+8
New England.....	11,619	11,975	16,066	-3	-28	112,881	-3
Middle Atlantic.....	50,543	62,147	(NA)	-19	NA	NA	NA
New York and New Jersey.....	27,658	32,990	(NA)	-10	(NA)	(NA)	NA
Pennsylvania.....	22,885	29,157	(NA)	-22	(NA)	(NA)	(NA)
East North Central.....	35,144	45,896	(NA)	-23	(NA)	(NA)	NA
Illinois.....	29,905	39,459	(NA)	-24	(NA)	(NA)	NA
Ohio and Indiana.....	4,419	5,307	3,785	-17	+17	47,959	+8
Michigan and Wisconsin.....	820	1,130	646	-27	+27	10,703	+19
West North Central.....	8,004	11,024	8,567	-20	+2	70,144	+8
Minnesota, Kansas, South Dakota, and Nebraska.....	5,304	6,421	4,914	-17	+8	37,872	+7
Iowa and Missouri.....	3,475	4,603	3,653	-25	-5	32,272	+8
South Atlantic.....	6,030	7,864	4,409	-23	+37	67,255	+10
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,552	3,039	1,770	-10	+44	30,102	+28
Georgia and Florida.....	3,478	4,825	2,639	-28	+32	37,153	-1
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,899	3,440	2,036	-45	-7	28,445	+2
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	3,599	5,857	3,411	-39	+6	43,929	+6
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	2,521	3,046	2,404	-17	+5	18,920	+8
Pacific ²	7,850	9,011	(NA)	-13	NA	(NA)	NA
California.....	6,315	7,007	(NA)	-10	(NA)	(NA)	NA
Washington and Oregon.....	1,535	2,004	1,389	-23	+3	14,017	+7

(NA) Not available. ^DPreliminary. ^RRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960. ²Does not include Alaska and Hawaii. ³No change.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	December 1966 ^D			December 1965 ^R			First 12 months					
							Pounds (1,000)		Percent change from 1965	Value (\$1,000)		Percent change from 1965
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	1966	1965 ^R		1966	1965 ^R	
TOTAL SALES OF SELECTED ESTABLISHMENTS	168,277	72,426	(X)	172,896	72,702	(X)	2,362,960	2,214,734	+7	960,013	886,729	+8
Package goods made to retail at:												
\$1.00 or more per pound.....	10,047	10,893	\$1.084	12,446	11,963	\$0.961	77,712	80,613	-4	85,488	82,413	-4
\$0.50 to \$0.99 per pound.....	17,140	8,657	.505	17,918	8,844	.493	273,703	245,309	+12	133,007	118,608	+12
Less than \$0.50 per pound.....	34,848	9,614	.276	36,158	9,449	.261	493,881	473,479	+4	136,935	128,920	+6
Bar goods.....	62,581	27,418	.438	60,553	25,405	.420	928,213	827,003	+12	380,400	348,100	+12
Specialties.....	19,932	9,279	.466	21,034	9,965	.474	273,185	249,580	+9	124,812	114,592	+9
Other goods.....	23,729	6,565	.277	24,787	7,076	.285	316,266	338,750	-7	90,369	93,870	-4

^DPreliminary. ^RRevised. (X) Not applicable.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

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3-158
M20C(66)-13



Current Industrial Reports

Confectionery (Including Chocolate Products)

Summary for 1966

JUL 5 - 1967

DEPOSITORY

FOR RELEASE: May 26, 1967

SERIES: M20C(66)-13

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,543 million in 1966, up 8 percent from the previous year's figure of \$1,428 million.

Sales of manufacturer-wholesalers and chocolate manufacturers at \$1,465 million in 1966 were 8 percent above sales for the previous year. The sales of manufacturer-retailers increased 11 percent from 1965.

COVERAGE—Statistics in this publication are estimated industry totals based on monthly reports on Census Form M20C from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of the sales of

manufacturer-retailers, and 100 percent of the sales of chocolate makers. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis from large establishments which accounted for about 90 percent of total confectionery sales in 1957.

This report is the result of a joint effort by the Business and Defense Services Administration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery Manufacturers, Sales and Distribution, 1966" to be published in the near future by the Business and Defense Services Administration.

Table 1.--MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS
(In millions)

Kind of business	1966		1965 ^r		1964 ^r	
	Pounds	Value	Pounds	Value	Pounds	Value
Total.....	3,650	1,543	3,474	1,429	3,403	1,395
Manufacturer-wholesalers and chocolate manufacturers.....	3,567	1,465	3,397	1,358	3,326	1,323
Manufacturer-retailers.....	83	78	77	71	77	72

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^rRevised.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS, BY MONTH

(Million of dollars)

Month	Total			Manufacturer wholesaler and chocolate manufacturer			Manufacturer retailer		
	1966	1965	1964	1966	1965 ^r	1964	1966	1965 ^r	1964
TOTAL.....	1,543	1,428	1,395	1,465	1,358	1,323	78	70	72
January.....	120	120	130	115	115	125	5	5	5
February.....	126	120	119	119	112	111	7	8	8
March.....	130	125	109	124	120	99	6	5	10
April.....	111	110	105	100	100	101	11	10	4
May.....	101	83	88	96	79	84	5	4	4
June.....	103	95	85	99	91	82	4	4	3
July.....	75	76	77	71	72	74	4	4	3
August.....	117	106	100	113	102	96	4	4	4
September.....	182	163	160	178	159	156	4	4	4
October.....	171	156	160	166	151	154	5	5	6
November.....	169	146	138	160	140	132	9	6	6
December.....	138	128	124	124	117	109	14	11	15

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 3.--POUNDRAGE AND DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Division and State	1966		1965 ^r	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,650,486	1,543,544	3,473,885	1,428,572
Manufacturer-wholesalers and chocolate manufacturers.....	3,567,302	1,465,281	3,397,365	1,358,097
Manufacturer-retailers.....	83,184	78,263	76,520	70,475
MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA ^r				
New England.....	245,054	113,313	265,526	113,911
Middle Atlantic.....	1,274,414	582,643	(NA)	(NA)
New York and New Jersey.....	685,691	284,219	(NA)	(NA)
Pennsylvania.....	588,723	298,424	(NA)	(NA)
East North Central.....	1,297,429	457,860	(NA)	(NA)
Illinois.....	1,107,593	398,512	(NA)	(NA)
Ohio and Indiana.....	158,643	48,624	148,387	44,516
Michigan and Wisconsin.....	31,193	10,724	26,070	8,994
West North Central.....	162,397	70,516	155,851	65,128
Minnesota, Kansas, South Dakota and Nebraska.....	65,822	34,958	67,348	34,152
Iowa and Missouri.....	96,575	35,558	88,503	30,976
South Atlantic.....	156,841	63,832	150,153	61,073
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	78,091	27,410	62,085	23,468
Georgia and Florida.....	78,750	36,422	88,068	37,605
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	79,523	24,008	79,186	23,439
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	116,516	44,113	114,895	41,592
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	25,380	19,002	24,994	17,446
Pacific.....	209,748	89,994	(NA)	(NA)
California.....	187,995	77,950	(NA)	(NA)
Washington and Oregon.....	21,753	14,044	24,324	13,305

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

(NA) Not available.

Table 4.--ESTIMATED POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF PRODUCT

Type of product	1966			1965 ^r			1964		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,567,302	1,465,281	\$0.411	3,397,365	1,358,097	\$0.400	3,326,635	1,322,635	\$0.398
Package goods made to retail at:									
\$1.00 or more per pound....	133,968	147,365	1.100	122,899	135,441	1.102	121,755	129,913	1.012
\$0.50 to \$0.99 per pound...	388,321	184,449	0.475	368,621	171,069	0.464	358,260	166,595	0.465
Less than \$0.50 per pound..	793,084	229,449	0.289	744,039	203,865	0.274	737,373	201,129	0.273
Bar goods.....	1,198,404	523,897	0.437	1,112,695	475,926	0.428	1,062,816	464,265	0.437
Bulk goods ¹	656,813	203,584	0.310	698,097	213,158	0.305	701,276	208,223	0.297
5¢ and 10¢ specialties.....	396,712	176,537	0.445	351,014	158,638	0.452	345,155	152,510	0.442

Note: The figures in the table above are estimates based on reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers which accounted for approximately 66 percent of the total dollar sales of these classes of manufactures in 1960. For each year, unit values from data obtained on Census Form MA-20D have also been taken into consideration.

^r Revised.

¹ Includes penny goods.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



Current Industrial Reports Confectionery, Including Chocolate Products January 1967

FOR RELEASE: March 16, 1967

SERIES: M20C(67)-1

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$145.6 million in January 1967. This was 5 percent above sales for December 1966 and 21 percent above sales for January of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$141 million were 14 percent above sales for December and 23 percent above sales for January 1966. Manufacturer-retailers' sales were 68 percent below the December 1966 level of \$14.4 million and 11 percent below sales for January of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for January 1967 were up 12 percent compared with same month last year. Poundage sales of bar goods were up 9 percent compared with January 1966, and poundage sales of package goods retailing above 50 cents were up 16 percent compared with same month last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C., 20233.

MAY 5 1967

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U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

ESTIMATED DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	January 1967 ^P (\$1,000)	December 1966 ^P (\$1,000)	January 1966 ^P (\$1,000)	Percent change	
				January 1967 from December 1966	January 1967 from January 1966
TOTAL.....	145,637	138,052	120,128	-5	+21
BY KIND OF BUSINESS:					
Manufacturer-wholesalers and chocolate manufacturers....	141,085	123,628	115,015	+14	+23
Manufacturer-retailer ¹	4,552	14,424	5,113	-68	-11
MANUFACTURER-WHOLESALE ^R AND CHOCOLATE MANUFACTURER ^R BY GEOGRAPHIC AREA					
United States.....	141,085	123,628	115,015	+14	+23
New England.....	12,056	12,051	9,938	+21	+21
Mid-Atlantic.....	53,884	43,416	45,985	+24	+17
New York and New Jersey.....	20,554	21,321	19,327	-4	-
Pennsylvania.....	33,330	22,095	26,658	+51	+25
East North Central.....	42,158	36,761	32,664	+15	+29
Illinois.....	36,340	30,836	28,665	+18	+27
Ohio and Indiana.....	4,155	5,084	2,931	-18	+42
Michigan and Wisconsin.....	1,663	841	1,068	+56	+56
West North Central.....	6,969	9,151	5,892	-24	+18
Minnesota, Kansas, South Dakota, and Nebraska.....	4,226	6,551	3,431	-24	+23
Iowa and Missouri.....	2,743	3,612	2,461	-24	+11
South Atlantic.....	6,062	5,742	3,440	+76	+76
Maryland District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,921	2,995	1,588	-2	+84
Georgia and Florida.....	3,141	2,747	1,852	+14	+70
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	2,814	1,914	1,810	+55	+55
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	6,465	3,783	5,284	+71	+22
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,918	2,605	1,708	-26	+12
Pacific ²	8,759	8,207	8,294	+7	+6
California.....	7,234	6,645	6,937	+9	+2
Washington and Oregon.....	1,525	1,562	1,357	-1	+12

^PPreliminary. ^RRevised.

¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

²Does not include Alaska and Hawaii.

³No change.

Table 2.-POUNDS AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE^R AND CHOCOLATE MANUFACTURER^RS, BY TYPE OF CONFECTIONERY

Type of product ¹	January 1967 ^P			January 1966 ^P			Percent change
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	
TOTAL SALES OF SELECTED ESTABLISHMENTS..	201,436	90,285	(X)	179,839	76,386	(X)	+18
Package goods made to retail at:							
\$1.00 or more per pound.....	10,838	14,910	1.376	9,724	13,145	1.352	+13
\$0.50 to \$0.99.....	19,388	9,762	.504	16,254	7,991	.492	+22
Loose goods.....	42,625	12,508	.293	33,718	8,657	.257	+46
Manufactured candy.....	80,784	35,993	.446	73,902	30,711	.416	+17
Chocolate.....	19,032	8,581	.451	17,692	7,868	.445	+9
Other goods.....	28,769	8,531	.297	28,549	8,014	.281	+6

^PPreliminary.

(X) Not applicable.

¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

²Includes penny goods.



11257)

Current Industrial Reports Confectionery, Including Chocolate 0255 Products February 1967

NEW

FOR RELEASE: April 17, 1967

SERIES: M20C(67)-2

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$144.4 million in February 1967. This was 2 percent below sales for January 1967 and 14 percent above sales for February of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$136 million were 3 percent below sales for January and 14 percent above sales for February 1966. Manufacturer-retailers' sales were 75 percent above the January 1967 level of \$4.5 million and 7 percent above sales for February of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for February 1967 were up 9 percent compared with same month last year. Poundage sales of bar goods were up 21 percent compared with February 1966, and poundage sales of package goods retailing above 50 cents were up 2 percent compared with same month last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 25 cents - \$1.25 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
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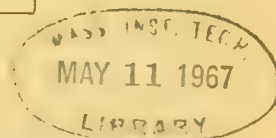


Table 1.--ESTIMATED DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	February 1967 ^p	January 1967 ^r	February 1966	Percent change	
				February 1967 from January 1967	February 1967 from February 1966
	(\$1,000)	(\$1,000)	(\$1,000)		
TOTAL.....	144,392	145,857	126,809	-1	+14
BY KIND OF BUSINESS:					
Manufacturer-wholesalers and chocolate manufacturers.....	136,408	141,282	119,377	-3	+14
Manufacturer-retailers ¹	7,984	4,575	7,432	+75	+7
MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA					
United States.....	136,408	141,282	119,377	-3	+14
New England.....	10,350	11,938	9,169	-13	+13
Middle Atlantic.....	54,943	56,920	50,043	-4	+10
New York and New Jersey.....	23,256	20,828	20,779	+12	+12
Pennsylvania.....	31,687	36,092	29,244	-12	+8
East North Central.....	43,231	40,943	36,813	+6	+17
Illinois.....	37,268	34,859	32,401	+7	+15
Ohio and Indiana.....	4,687	4,117	3,465	+14	+35
Michigan and Wisconsin.....	1,276	1,967	947	-36	+35
West North Central.....	6,591	6,774	4,970	-3	+33
Minnesota, Kansas, South Dakota, and Nebraska.....	3,760	4,031	2,417	-7	+56
Iowa and Missouri.....	2,831	2,743	2,553	+3	+11
South Atlantic.....	5,200	5,695	3,756	-9	+38
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,465	2,496	1,751	-1	+41
Georgia and Florida.....	2,735	3,199	2,005	-15	+36
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,420	1,950	1,745	-27	-19
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	4,432	6,402	3,481	-30	+29
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).. ²	1,820	1,909	1,582	-5	+15
Pacific.....	8,371	8,751	7,818	-4	+7
California.....	6,915	7,229	6,809	-4	+2
Washington and Oregon.....	1,456	1,522	1,009	-4	+44

^pPreliminary. ^rRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	February 1967 ^p			February 1966		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES OF SELECTED ESTABLISHMENTS..	209,192	88,065	(X)	191,748	78,461	(X)
Package goods made to retail at:						
\$1.00 or more per pound.....	7,230	8,117	\$1.123	5,153	6,281	\$1.219
\$0.50 to \$0.99 per pound.....	23,978	12,347	.515	20,558	10,348	.505
Less than \$0.50 per pound.....	49,578	13,347	.269	40,907	11,417	.279
Bar goods.....	80,211	35,773	.446	78,871	33,420	.424
5/8 x 1 1/2 x 3/4 inch.....	23,916	11,246	.470	20,646	9,696	.470
Bulk goods ²	24,279	7,235	.298	25,613	7,299	.288

^pPreliminary. (X) Not applicable.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers reports sales by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Confectionery, Including Chocolate Products

March 1967



FOR RELEASE: May 12, 1967

D255

SERIES: M20C(67)-3

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$135.0 million in March 1967. This was 6 percent below sales for February 1967 and 4 percent above sales for March of last year. Sales of manufacturer-wholesalers and chocolate manufacturers at \$125 million were 7 percent below sales for February and 11 percent above sales for March 1966. Manufacturer-retailers' sales were 21 percent above the February 1967 level of \$8.0 million and 60 percent above sales for March of last year.

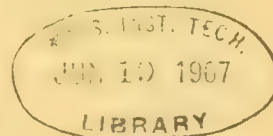
Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for March 1967 were down 3 percent compared to same month last year. Poundage sales of bar goods were down 1 percent compared with March 1966, and poundage sales of package goods retailing above 50 cents showed a slight increase compared with same month last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--ESTIMATED DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA

Item	1967		March 1966
	March ^P (\$1,000)	February ^R (\$1,000)	
TOTAL.....	134,913	142,893	130,332
KIND OF BUSINESS:			
Manufacturer-wholesalers and chocolate manufacturers.....	125,134	134,795	124,235
Manufacturer-retailers ¹	9,779	8,098	6,097
MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA			
UNITED STATES.....	125,134	134,795	124,235
New England.....	9,558	9,217	9,608
Middle Atlantic.....	49,927	55,359	52,047
New York and New Jersey.....	24,565	23,162	23,957
Pennsylvania.....	25,362	32,197	28,090
East North Central.....	38,606	43,043	36,936
Illinois.....	33,780	37,100	32,171
Ohio and Indiana.....	3,715	4,674	3,852
Michigan and Wisconsin.....	1,111	1,269	913
West North Central.....	5,976	6,552	5,686
Minnesota, Kansas, South Dakota, and Nebraska.....	3,277	3,757	3,150
Iowa and Missouri.....	2,699	2,795	2,536
South Atlantic.....	5,669	4,974	4,140
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,533	2,256	1,867
Georgia and Florida.....	3,136	2,718	2,273
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,567	1,410	1,755
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)...	4,117	4,448	4,063
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,192	1,415	1,596
Pacific ²	8,522	8,377	8,404
California.....	7,251	6,901	7,142
Washington and Oregon.....	1,271	1,476	1,262

^PPreliminary. ^RRevised.¹Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.²Does not include Alaska and Hawaii.

Table 2.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS, BY TYPE OF CONFECTIONERY

Type of product ¹	March 1967 ^P			March 1966		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES OF SELECTED ESTABLISHMENTS.....	193,685	80,203	(X)	200,376	80,471	-
Package goods made to retail at:						
\$1.00 or more per pound.....	5,729	6,094	\$1.064	7,024	7,081	\$1.008
\$0.50 to \$0.99 per pound.....	20,725	10,339	.499	19,402	9,625	.496
Less than \$0.50 per pound.....	38,383	11,233	.293	43,997	11,704	.266
Bar goods.....	77,946	33,930	.435	78,585	33,000	.420
5¢ and 10¢ specialties.....	27,541	11,710	.425	25,882	11,739	.454
Bulk goods ²	23,361	6,897	.295	25,486	7,322	.287

^PPreliminary. (X) Not applicable. -Represents zero.¹Selected group of large manufacturer-wholesalers and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1966. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.²Includes penny goods.

Current Industrial Reports *Delivery*
Confectionery, Including Chocolate
Products
April 1967
14-522
D255

FOR RELEASE: June 13, 1967

SERIES: M20C(67)-4

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$106.0 million in April 1967. This was 22 percent below sales for March 1967 and 4 percent below sales for April of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$101 million, were 20 percent below sales for March and 2 percent above sales for April 1966. Manufacturer-retailers' sales were 49 percent below the March 1967 level of \$10.2 million and 54 percent below sales for April of last year.

Reports from a selected group of large manufacturers-wholesalers and chocolate manufacturers indicated that poundage sales for April 1967 were down 3 percent compared to same month last year. Poundage sales of bar goods were down 4 percent compared with April 1966, and poundage sales of package goods retailing above 50 cents showed a slight decline compared with same month last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Acting Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL ^P 1967	MARCH ^r 1967	APRIL 1966
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	106 477	136 142	110 657
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	101 302	125 941	99 496
MANUFACTURER-RETAILERS (1)	5 175	10 201	11 161
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	101 302	125 941	99 496
NEW ENGLAND	7 805	9 627	7 701
MIDDLE ATLANTIC	40 482	50 562	38 931
NEW YORK AND NEW JERSEY	19 577	24 994	18 876
PENNSYLVANIA	20 905	25 568	20 055
EAST NORTH CENTRAL	30 602	38 831	30 413
ILLINOIS	26 384	33 985	26 463
OHIO AND INDIANA	3 243	3 737	3 226
MICHIGAN AND WISCONSIN	975	1 109	724
WEST NORTH CENTRAL	5 117	5 951	5 463
MINNESOTA, KANSAS, SOUTH DAKOTA, NEBRASKA	2 700	3 276	2 970
IOWA AND MISSOURI	2 417	2 675	2 493
SOUTH ATLANTIC	4 841	5 657	4 373
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 028	2 529	2 103
GEORGIA AND FLORIDA	2 813	3 128	2 270
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 392	1 562	1 553
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 101	4 102	3 221
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 011	1 161	1 410
PACIFIC (2)	6 951	8 488	6 431
CALIFORNIA	5 904	7 218	5 578
WASHINGTON AND OREGON	1 047	1 270	853

Note: Detail may not add to totals due to independent rounding.

^PPreliminary. ^rRevised.

(1)Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2)Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT(1)	APRIL 1967 ^D		MARCH 1967 ^E		APRIL 1966	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	161 232	66 245	195 825	81 072	165 469	66 234
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	5 153	5 687	5 729	6 094	6 069	6 154
2071351	\$0.50 TO \$0.99 PER POUND	14 889	7 457	20 759	10 345	14 646	7 058
2071371	LESS THAN \$0.50 PER POUND	31 429	8 227	37 780	11 057	32 930	8 866
2070114	BAR GOODS.	65 762	28 664	77 555	33 996	68 491	28 430
2071201	5 CENT AND 10 CENT SPECIALTIES	23 452	10 483	30 406	12 598	20 823	9 721
2070121	BULK GOODS, INCLUDING PENNY GOODS.	20 547	5 727	23 596	6 982	22 510	6 005

^DPreliminary. ^ERevised.

(1)Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

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OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
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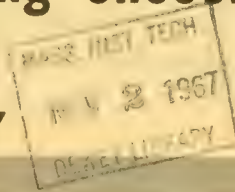
Confectionery, Including Chocolate Products

Dewey

D255

142-A

May 1967



FOR RELEASE: July 20, 1967

SERIES: M20C(67)-5

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$119 million in May 1967. This was 11 percent above sales for April 1967 and 17 percent above sales for May of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$113 million, were 11 percent above sales for April and 17 percent above sales for May 1966. Manufacturer-retailers' sales were 16 percent above the April 1967 level of \$5.0 million and 15 percent above sales for May of last year.

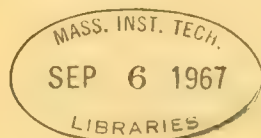
Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for May 1967 were up 15 percent compared to same month last year. Poundage sales of bar goods were up 14 percent compared with May 1966 and poundage sales of package goods retailing above 50 cents were up 18 percent compared with same month last year. (See reverse, table 2, for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	MAY ^P 1967	APRIL ^R 1967	MAY 1966
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	118 613	106 352	101 116
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS	112 880	101 398	96 129
MANUFACTURER-RETAILERS (1)	5 733	4 954	4 987
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	112 880	101 398	96 129
NEW ENGLAND	8 080	7 799	6 862
MIDDLE ATLANTIC	46 045	40 527	40 113
NEW YORK AND NEW JERSEY	21 277	19 586	22 502
PENNSYLVANIA	24 768	20 941	17 611
EAST NORTH CENTRAL	35 688	30 780	28 745
ILLINOIS	30 397	26 568	24 952
OHIO AND INDIANA	4 197	3 238	3 031
MICHIGAN AND WISCONSIN	1 094	974	762
WEST NORTH CENTRAL	5 060	5 121	4 740
MINNESOTA, KANSAS, S. DAKOTA NEBRASKA	2 630	2 711	2 298
IOWA AND MISSOURI	2 430	2 410	2 442
SOUTH ATLANTIC	5 340	4 837	4 453
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 386	2 027	1 850
GEORGIA AND FLORIDA	2 954	2 810	2 603
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 597	1 390	1 502
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 885	3 097	2 457
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	958	1 102	1 067
PACIFIC (2)	7 227	6 745	6 190
CALIFORNIA	6 257	5 887	5 399
WASHINGTON AND OREGON	970	858	791

Note: Detail may not add to totals due to independent rounding.

^PPreliminary. ^RRevised.

(1) Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1967 ^P		APRIL 1967 ^T		MAY 1966	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	189 382	74 975	162 026	66 434	164 314	60 392
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	3 789	3 800	5 155	5 690	3 205	2 920
2071351	\$0.50 TO \$0.99 PER POUND.	18 283	9 295	14 965	7 480	15 213	7 345
2071371	LESS THAN \$0.50 PER POUND	40 368	10 078	31 250	8 134	32 926	8 897
2070114	BAR GOODS.	74 311	32 601	66 460	28 896	65 237	23 361
2071201	5 CENT AND 10 CENT SPECIALTIES	27 136	11 881	23 918	10 638	25 312	11 639
2070121	BULK GOODS, INCLUDING PENNY GOODS.	25 495	7 320	20 278	5 596	22 421	6 230

Note: Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^PPreliminary. ^TRevised.

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Products

Confectionery, Including Chocolate

June 1967

FOR RELEASE: August 17, 1967

SERIES: M20C(67)-6

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$112 million in June 1967. This was 3 percent below sales for May 1967 but 9 percent above sales for June of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$109 million, were 3 percent below sales for May but 10 percent above sales for June 1966. Manufacturer-retailers' sales were 23 percent below the May 1967 level of \$4 million and 28 percent below sales for May of last year.

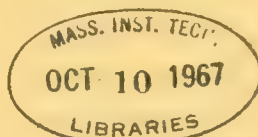
Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for June 1967 were up 7 percent compared to same month last year. Poundage sales of bar goods were up slightly compared with June 1966 and poundage sales of package goods retailing above 50 cents were up 6 percent compared with same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
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BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE ^P 1967	MAY ^T 1967	JUNE ^T 1966
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	111 516	115 449	101 242
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	108 639	111 723	97 270
MANUFACTURER-RETAILERS (1)	2 877	3 726	3 972
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	108 639	111 723	97 270
NEW ENGLAND	7 371	8 023	6 885
MIDDLE ATLANTIC	42 008	44 733	39 418
NEW YORK AND NEW JERSEY	22 963	21 307	21 783
PENNSYLVANIA	19 045	23 426	17 635
EAST NORTH CENTRAL	35 509	35 856	30 887
ILLINOIS	31 563	30 564	27 494
OHIO AND INDIANA	3 035	4 201	2 670
MICHIGAN AND WISCONSIN	911	1 091	723
WEST NORTH CENTRAL	4 484	5 075	4 017
MINNESOTA, KANSAS, S. DAKOTA, NEBRASKA	2 276	2 631	1 955
IOWA AND MISSOURI	2 208	2 444	2 062
SOUTH ATLANTIC	5 799	5 357	4 432
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 441	2 400	2 073
GEORGIA AND FLORIDA	3 358	2 957	2 359
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 540	1 601	1 484
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 565	2 850	2 527
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	873	976	995
PACIFIC (2)	7 490	7 252	6 625
CALIFORNIA	6 582	6 281	5 871
WASHINGTON AND OREGON	908	971	754

Note: Detail may not add to totals due to independent rounding.

^PPreliminary. ^TRevised.

(1) Includes retailers with one or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1967 ¹		MAY 1967 ²		JUNE 1966 ²	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	187 270	71 981	185 634	73 566	175 115	66 722
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	2 639	2 412	3 764	3 779	2 413	2 231
2071351	\$0.50 TO \$0.99 PER POUND.	17 179	8 608	17 734	8 985	16 233	7 770
2071371	LESS THAN \$0.50 PER POUND	40 795	10 155	40 339	10 091	36 559	9 715
2070114	BAR GOODS.	70 226	29 438	71 758	31 725	69 912	28 376
2071201	5 CENT AND 10 CENT SPECIALTIES	32 943	14 847	27 107	11 867	26 658	12 295
2070121	BULK GOODS, INCLUDING PENNY GOODS.	23 488	6 521	24 932	7 119	23 340	6 335

Note: Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 80 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963. Detail may not add to totals due to independent rounding.

¹ Preliminary.

² Revised.

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Confectionery, Including Chocolate

Dewey

D255
142-A Products

July 1967

FOR RELEASE: September 19, 1967

SERIES: M20C(67)-7

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$82 million in July 1967. This was 26 percent below sales for June 1967 but 13 percent above sales for July of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$80 million, were 26 percent below sales for June but 15 percent above sales for July 1966. Manufacturer-retailers' sales were 18 percent below the June 1967 level of \$3 million and 32 percent below sales for July of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for July 1967 were up 9 percent compared to the same month last year. Poundage sales of bar goods were up slightly compared with July 1966 and poundage sales of package goods retailing above 50 cents were up 23 percent compared with same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.



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U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	JULY 1967 ^p	JUNE ^r 1967	JULY 1966
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	82 181	111 442	72 807
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	79 755	108 486	69 220
MANUFACTURER-RETAILERS (1)	2 426	2 956	3 587
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	79 755	108 486	69 220
NEW ENGLAND	5 158	7 351	4 624
MIDDLE ATLANTIC	29 516	42 022	25 308
NEW YORK AND NEW JERSEY	14 571	23 044	13 251
PENNSYLVANIA	14 945	18 978	12 057
EAST NORTH CENTRAL	27 698	35 316	23 717
ILLINOIS	24 032	31 386	20 973
OHIO AND INDIANA	2 633	3 023	2 226
MICHIGAN AND WISCONSIN	1 033	907	518
WEST NORTH CENTRAL	3 861	4 484	2 958
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	1 927	2 299	1 396
IOWA AND MISSOURI	1 934	2 185	1 562
SOUTH ATLANTIC	4 783	5 763	4 438
M. RYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 004	2 416	1 787
GEORGIA AND FLORIDA	2 779	3 347	2 651
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 222	1 537	1 084
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	1 950	3 675	1 850
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	673	829	735
PACIFIC (2)	4 894	7 509	4 506
CALIFORNIA	4 223	6 618	3 801
WASHINGTON AND OREGON	671	891	705

Note: Detail May not add to totals due to independent rounding.

^pPreliminary. ^rRevised.

(1) Includes retailers with one or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1967 ^P		JUNE 1967 ^T		JULY 1966	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	136 579	51 972	188 329	72 364	124 985	45 832
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND.	1 935	1 986	2 641	2 414	1 571	1 572
2071351	\$0.50 TO \$0.99 PER POUND.	13 250	6 702	17 322	8 664	10 774	5 154
2071371	LESS THAN \$0.50 PER POUND.	31 194	8 106	41 362	10 327	28 568	7 377
2070114	BAR GOODS.	52 337	21 668	70 229	29 440	48 196	19 050
2071201	5 CENT AND 10 CENT SPECIALTIES.	17 163	7 585	32 909	14 846	17 889	7 594
2070121	BULK GOODS, INCLUDING PENNY GOODS.	20 700	5 925	23 866	6 673	17 987	5 085

Note: Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 80 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963. Detail may not add to totals due to independent rounding.

^PPreliminary. ^TRevised.

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OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE**

Confectionery, Including Chocolate

Dewey

D255

142-A

Products
August 1967

FOR RELEASE: October 19, 1967

SERIES: M20C(67)-8

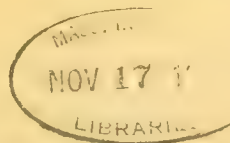
Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$128 million in August 1967. This was 49 percent above sales for July 1967 and 11 percent above sales for August of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$124 million, were 51 percent above sales for July and 11 percent above sales for August 1966. Manufacturer-retailers' sales were 7 percent above the July 1967 level of \$4 million and 18 percent above sales for August of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for August 1967 were up 3 percent compared to the same month last year. Poundage sales of bar goods were up slightly compared with August 1966 and poundage sales of package goods retailing above 50 cents were up 16 percent compared with same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

Since January 1966, data for chocolate manufacturers and manufacturer-wholesalers have been combined in table 1 as well as in table 2.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

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U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1967 ^p	JULY 1967 ^r	AUGUST 1966
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	128 471	85 712	115 211
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	124 307	81 823	111 682
MANUFACTURER-RETAILERS (1)	4 164	3 889	3 529
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	124 307	81 823	111 682
NEW ENGLAND	10 174	5 200	8 844
MIDDLE ATLANTIC	47 506	30 466	46 281
NEW YORK AND NEW JERSEY	21 083	15 040	22 794
PENNSYLVANIA	26 423	15 426	23 487
EAST NORTH CENTRAL	40 112	27 998	33 725
ILLINOIS	34 219	24 678	29 826
OHIO AND INDIANA	3 864	2 268	3 089
MICHIGAN AND WISCONSIN	2 029	1 052	810
WEST NORTH CENTRAL	6 105	4 013	4 535
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 628	1 941	2 302
IOWA AND MISSOURI	3 477	2 072	2 233
SOUTH ATLANTIC	5 322	4 982	6 451
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 336	2 144	2 201
GEORGIA AND FLORIDA	2 986	2 838	4 250
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 980	1 264	1 603
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 640	1 996	2 265
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 105	682	1 197
PACIFIC (2)	9 363	5 222	6 781
CALIFORNIA	8 158	4 497	5 877
WASHINGTON AND OREGON	1 205	725	904

Note: Detail may not add to totals due to independent rounding.

^pPreliminary. ^rRevised.

(1) Includes retailers with one or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAge AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

3

SIC CODE	TYPE OF PRODUCT	AUGUST 1967 ^P		JULY 1967 ^T		AUGUST 1966	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	202 337	81 933	134 612	51 653	197 017	77 268
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	4 038	3 448	2 311	1 993	3 148	3 097
2071351	\$0.50 TO \$0.99 PER POUND.	23 176	11 526	13 232	6 702	20 263	9 840
2071371	LESS THAN \$0.50 PER POUND	39 330	11 086	29 129	7 776	39 518	10 699
2070114	BAR GOODS.	82 385	36 326	52 408	21 771	81 664	34 436
2071201	5 CENT AND 10 CENT SPECIALTIES	24 216	10 982	17 124	7 574	25 301	11 268
2070121	BULK GOODS, INCLUDING PENNY GOODS.	29 192	8 565	20 408	5 837	27 123	7 928

Note: Detail may not add to total due to independent rounding. Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 60 percent of the total dollar sales of these classes of manufacturers in 1966. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^PPreliminary. ^TRevised.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
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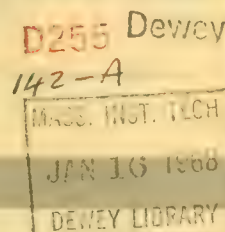
OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U S DEPARTMENT OF COMMERCE

Current Industrial Reports

Confectionery, Including Chocolate Products

September 1967



FOR RELEASE: November 16, 1967

SERIES: M20C(67)-9

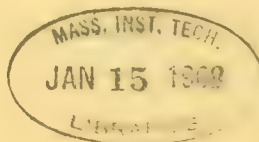
Manufacturers' sales of confectionery and competitive chocolate products were estimated as \$191 million in September 1967. This was 56 percent above sales for August 1967 and 6 percent above sales for September of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$186 million, were 57 percent above sales for August and 6 percent above sales for September 1966. Manufacturer-retailers' sales were 7 percent above the August 1967 level of \$4 million and 7 percent above sales for September of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for September 1967 were up 6 percent compared to the same month last year. Poundage sales of bar goods were up 12 percent compared with September 1966 and poundage sales of package goods retailing above 50 cents were up 6 percent compared with same

month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	SEPTEMBER 1967 ¹	AUGUST 1967 ²	SEPTEMBER 1966
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	190 503	122 458	180 451
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALE AND CHOCOLATE			
MANUFACTURERS	185 995	118 226	176 221
MANUFACTURER-RETAILERS (1)	4 508	4 232	4 230
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	185 995	118 226	176 221
NEW ENGLAND	12 332	9 280	13 320
MIDDLE ATLANTIC	74 527	47 530	72 580
NEW YORK AND NEW JERSEY	32 714	21 099	32 773
PENNSYLVANIA	41 813	26 431	39 807
EAST NORTH CENTRAL	68 622	39 811	60 172
ILLINOIS	60 132	34 084	51 181
OHIO AND INDIANA	5 712	3 864	7 650
MICHIGAN AND WISCONSIN	2 778	1 863	1 341
WEST NORTH CENTRAL	5 416	4 773	5 501
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 969	2 487	2 920
IOWA AND MISSOURI	2 447	2 286	2 581
SOUTH ATLANTIC	7 738	5 321	7 185
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	3 017	2 335	3 222
GEORGIA AND FLORIDA	4 721	2 986	3 963
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 605	1 531	2 537
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	5 427	2 341	4 624
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 253	901	1 370
PACIFIC (2)	8 075	6 738	8 932
CALIFORNIA	6 785	5 893	7 549
WASHINGTON AND OREGON	1 290	845	1 383

Note: Detail may not add to totals due to independent rounding.

¹ Preliminary. ² Revised.

(1) Includes retailers with one or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS:
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1967 ^D		AUGUST 1967 ^E		SEPTEMBER 1966	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	327 559	139 454	208 849	83 238	310 476	127 188
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	7 208	8 120	4 054	3 472	7 396	7 631
2071351	\$0.50 TO \$0.99 PER POUND.	48 920	23 659	23 303	11 586	45 776	21 474
2071371	LESS THAN \$0.50 PER POUND	71 482	20 865	44 855	12 050	77 044	21 863
2070114	BAR GOODS.	131 251	60 557	82 391	36 329	116 888	52 368
2071201	5 CENT AND 10 CENT SPECIALTIES	31 882	14 951	24 394	11 020	28 319	12 913
2070121	BULK GOODS, INCLUDING PENNY GOODS.	36 816	11 302	29 852	8 781	35 053	10 939

NOTE: Detail may not add to total due to independent rounding. The total group of large manufacturer-wholesalers and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^EPreliminary. ^DRevised.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

Confectionery, Including Chocolate

D255
142-AProducts
October 1967

Dewey

FOR RELEASE: December 13, 1967

SERIES: M20C(67)-10

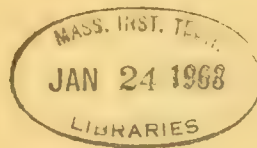
Manufacturers' sales of confectionery and competitive chocolate products were estimated as \$165 million in October 1967. This was 13 percent below sales for September 1967 and 3 percent below sales for October of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$160 million, were 14 percent below sales for September and 4 percent below sales for October 1966. Manufacturer-retailers' sales were 23 percent above the September 1967 level of \$4 million and 15 percent above sales for October of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for October 1967 were down 1 percent compared to the same month last year. Poundage sales of bar goods were down 14 percent compared with October 1966 and poundage sales of package goods retailing above 50 cents were up 10 percent compared with

same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary

William H. Shaw, Assistant Secretary, Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	OCTOBER ¹ 1967	SEPTEMBER ² 1967	OCTOBER 1966
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	165 123	190 611	170 203
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	159 615	186 124	165 416
MANUFACTURER-RETAILERS (1)	5 508	4 487	4 787
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	159 615	186 124	165 416
NEW ENGLAND	12 436	12 478	12 336
MIDDLE ATLANTIC	60 633	74 927	66 374
NEW YORK AND NEW JERSEY	26 749	33 087	33 846
PENNSYLVANIA	33 884	41 840	32 528
EAST NORTH CENTRAL	53 622	68 583	53 799
ILLINOIS	45 288	60 081	46 759
OHIO AND INDIANA	6 424	5 717	6 093
MICHIGAN AND WISCONSIN	1 910	2 785	947
WEST NORTH CENTRAL	6 640	5 426	6 579
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 433	2 970	3 308
IOWA AND MISSOURI	3 207	2 456	3 271
SOUTH ATLANTIC	7 837	7 742	7 558
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	3 167	3 017	2 934
GEORGIA AND FLORIDA	4 670	4 725	4 624
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	3 911	2 575	3 581
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	4 689	5 035	4 701
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 365	1 267	1 693
PACIFIC (2)	8 482	8 091	8 795
CALIFORNIA	6 975	6 801	7 335
WASHINGTON AND OREGON	1 507	1 290	1 460

Note: Total may not add to totals due to independent rounding.

¹Preliminary. ²Revised.

1 Includes retailers with an in-store outlet who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

2 Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	OCTOBER 1967 ^I		SEPTEMBER 1967 ^{II}		OCTOBER 1966	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	253 671	108 922	329 313	139 098	256 286	106 747
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	10 486	9 633	8 280	8 196	8 615	8 600
2071351	\$0.50 TO \$0.99 PER POUND.	43 220	21 292	48 992	23 692	40 054	19 380
2071371	LESS THAN \$0.50 PER POUND	53 523	16 126	70 682	20 628	47 750	14 091
2070114	BAR GOODS.	85 968	39 321	131 260	60 561	100 242	43 130
2071201	5 CENT AND 10 CENT SPECIALTIES	24 414	11 538	31 385	14 778	22 548	10 589
2070121	BULK GOODS, INCLUDING PENNY GOODS.	36 060	11 012	38 714	11 243	37 077	10 957

NOTE: Detail may not add to total due to independent rounding. Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^IPreliminary. ^{II}Revised.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

Confectionery, Including Chocolate

D255
142-A

Products

Dewey

November 1967



FOR RELEASE: January 12, 1968

SERIES: M20C(67)-11

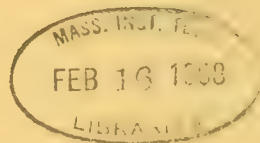
Manufacturers' sales of confectionery and competitive chocolate products were estimated as \$166 million in November 1967. This was approximately the same as sales for October 1967 and 2 percent below sales for November of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$157 million, were 2 percent below sales for October and 2 percent below sales for November 1966. Manufacturer-retailers' sales were 40 percent above the October 1967 level of \$6 million and 1 percent below sales for November of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for November 1967 were up 1 percent compared to the same month last year. Poundage sales of bar goods were down 11 percent compared with November 1966 and poundage sales of package goods retailing above 50 cents were up 14 percent compared

with same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1967 ^P	OCTOBER 1967 ^T	NOVEMBER 1966 ^T
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	166 070	166 829	169 204
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	157 177	160 498	160 260
MANUFACTURER-RETAILERS (1)	8 893	6 331	8 944
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	157 177	160 498	160 260
NEW ENGLAND	12 230	12 752	11 975
MIDDLE ATLANTIC	59 323	60 759	62 147
NEW YORK AND NEW JERSEY	25 995	26 661	32 990
PENNSYLVANIA	33 328	34 098	29 157
EAST NORTH CENTRAL	43 988	53 640	45 896
ILLINOIS	36 913	45 299	39 459
OHIO AND INDIANA	5 396	6 428	5 307
MICHIGAN AND WISCONSIN	1 679	1 913	1 130
WEST NORTH CENTRAL	11 696	6 611	11 024
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	6 964	3 393	6 421
IOWA AND MISSOURI	4 732	3 218	4 603
SOUTH ATLANTIC	8 200	7 853	7 864
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 898	3 178	3 039
GEORGIA AND FLORIDA	5 302	4 675	4 825
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	3 499	3 915	3 440
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	6 184	4 693	5 857
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	3 364	1 630	3 046
PACIFIC (2)	8 693	8 645	9 011
CALIFORNIA	6 564	7 058	7 007
WASHINGTON AND OREGON	2 129	1 587	2 004

Note: Detail may not add to totals due to independent rounding.

^PPreliminary. ^TRevised.

(1) Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDA GE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESA LERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1967 ^P		OCTOBER 1967 ^r		NOVEMBER 1966 ^r	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	221 165	101 371	253 713	108 866	219 207	96 331
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	17 768	19 351	10 593	9 732	14 084	16 543
2071351	\$0.50 TO \$0.99 PER POUND	36 859	18 875	43 108	21 248	33 948	16 659
2071371	LESS THAN \$0.50 PER POUND	49 317	14 107	53 080	16 026	46 685	13 460
2070114	BAR GOODS.	65 072	29 271	85 825	39 254	72 942	31 296
2071201	5 CENT AND 10 CENT SPECIALTIES	21 313	10 562	24 360	11 505	22 197	10 074
2070121	BULK GOODS, INCLUDING PENNY GOODS.	30 836	9 205	36 747	11 101	29 351	8 299

Note: Detail may not add to total due to independent rounding. Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^PPreliminary. ^rRevised.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

Confectionery, Including Chocolate Products

December 1967

Bawey,

D255
142-A

FOR RELEASE: February 14, 1968

SERIES: M20C(67)-12

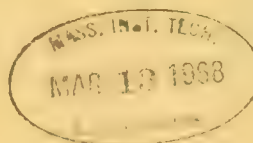
Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$134 million in December 1967. This was 19 percent below sales for November 1967 and 2 percent below sales for December of last year. Sales of manufacturer-wholesalers and chocolate manufacturers, at \$119 million, were 24 percent below sales for November and 4 percent below sales for December 1966. Manufacturer-retailers' sales were 72 percent above the November 1967 level of \$9 million and 10 percent above the sales for December of last year.

Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that poundage sales for December 1967 were slightly higher than the same month last year. Poundage sales of bar goods were down 8 percent compared with December 1966 and poundage sales of package goods retailing above 50 cents were up 15 percent compared with

same month last year. (See table 2 for detailed statistics.)

Statistics presented in table 1 of this publication are estimated industry totals based on reports from approximately 343 manufacturers of confectionery and competitive chocolate products. In 1957, these monthly respondents accounted for approximately 90 percent of the sales of manufacturer-wholesalers, 87 percent of sales of manufacturer-retailers, and 100 percent of the sales of chocolate manufacturers.

The statistics presented in table 2 are figures reported by a group of large manufacturer-wholesalers and chocolate manufacturers which in 1960 accounted for about 66 percent of the sales of these classes of producers. A further explanation is shown in footnote 1 for table 2.



Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Alexander B. Trowbridge, Secretary
William H. Shaw, Assistant Secretary, Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 1.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	DECEMBER 1967 ^P	NOVEMBER 1967 ^r	DECEMBER 1966 ^r
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL DOLLAR SALES	134 408	165 917	137 780
BY KIND OF BUSINESS:			
MANUFACTURER-WHOLESALEERS AND CHOCOLATE			
MANUFACTURERS	118 575	156 694	123 356
MANUFACTURER-RETAILERS (1)	15 833	9 223	14 424
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	118 575	156 694	123 356
NEW ENGLAND	11 496	12 264	12 051
MIDDLE ATLANTIC	43 860	58 900	43 416
NEW YORK AND NEW JERSEY	20 750	25 657	21 321
PENNSYLVANIA	23 110	33 243	22 095
EAST NORTH CENTRAL	33 889	43 681	36 489
ILLINOIS	27 614	36 628	30 564
OHIO AND INDIANA	4 915	5 391	5 084
MICHIGAN AND WISCONSIN	1 360	1 672	941
WEST NORTH CENTRAL	9 947	11 695	9 151
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	5 506	6 963	5 539
IOWA AND MISSOURI	3 341	4 732	3 612
SOUTH ATLANTIC	4 891	8 435	5 742
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 119	2 940	2 995
GEORGIA AND FLORIDA	2 772	5 495	2 747
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 743	3 499	1 914
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 411	6 192	3 783
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	2 522	3 334	2 603
PACIFIC (2)	7 911	8 694	9 207
CALIFORNIA	6 145	6 565	6 645
WASHINGTON AND OREGON	1 766	2 129	1 562

Note: Detail may not add to totals due to independent rounding.

^PPreliminary. ^rRevised.

(1) Includes retailers with two or more outlets who sold approximately 75 percent of their goods directly to the consumer through manufacturer-operated stores in 1960.

(2) Does not include Alaska and Hawaii.

TABLE 2.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1967 ^P		NOVEMBER 1967 ^P		DECEMBER 1966 ^P	
		QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS	QUANTITY — THOUSAND POUNDS	VALUE — THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	168 993	76 342	219 906	100 994	169 217	72 154
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND.	13 557	14 148	17 585	19 223	10 047	10 893
2071351	\$0.50 TO \$0.99 PER POUND.	17 775	9 248	37 064	18 955	17 140	8 626
2071371	LESS THAN \$0.50 PER POUND.	37 935	10 437	48 678	14 008	34 848	9 614
2070114	BAR GOODS.	57 665	26 139	64 725	29 135	62 581	27 180
2071201	5 CENT AND 10 CENT SPECIALTIES.	20 093	9 746	21 195	10 526	19 932	9 276
2070121	BULK GOODS, INCLUDING PENNY GOODS.	21 968	6 624	30 659	9 147	23 729	6 565

Note: Detail may not add to total due to independent rounding. Selected group of large manufacturer-wholesalers' and chocolate manufacturers' reported sales, by type of product. Companies reporting such detail accounted for approximately 66 percent of the total dollar sales of these classes of manufacturers in 1960. The panel was enlarged in 1963; therefore, figures in this table are not comparable to those published in Current Industrial Reports for years prior to 1963.

^PPreliminary. ^RRevised.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

Confectionery, Including Chocolate
Products

Summary for 1967

FOR RELEASE: May 24, 1968

SERIES: M20C(67)-13

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,617 million in 1966, up 5 percent from the previous year's figure of \$1,543 million.

Sales of manufacturer-wholesalers at \$1,525 million in 1966 were 4 percent above sales for the previous year. The sales of manufacturer-retailers increased 4 percent from 1966.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures. In addition, detailed annual reports on sales by type

of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Business and Defense Services Administration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery Manufactures, Sales and Distribution, 1967" to be published in the near future by the Business and Defense Services Administration.

ACKNOWLEDGMENTS-- This report was prepared in the Industry Division under the direction of Robert J. Nealon, Chief, Foods, Textiles, and Apparel Branch. C.H.W. Sedgewick, Chief, Foods, assisted by Albert G. Porach, was directly responsible for the review of the data and preparation of the report.

Table 1.--MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS

(In millions)

Kind of business	1967		1966 ^r		1965	
	Pounds	Value	Pounds	Value	Pounds	Value
Total.....	3,765	1,617	3,668	1,543	3,474	1,429
Manufacturer-wholesalers and chocolate manufacturers.	3,686	1,525	3,589	1,455	3,474	1,429
Manufacturer-retailers.....	79	92	79	88		

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^rRevised.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS, BY KIND OF BUSINESS, BY MONTH

(Millions of dollars)

Month	Total			Manufacturer-wholesalers including chocolate manufacturers		Manufacturer-retailers	
	1967	1966	1965	1967	1966 ^r	1967	1966 ^r
TOTAL.....	1,617	1,543	1,442	1,525	1,455	92	88
January.....	146	120	120	140	114	2	6
February.....	143	126	120	134	118	9	8
March.....	136	130	125	125	123	11	7
April.....	106	111	110	100	99	6	12
May.....	116	101	83	111	96	5	5
June.....	111	103	95	107	98	4	5
July.....	86	75	76	81	71	5	..
August.....	122	117	106	117	112	5	5
September.....	191	182	163	185	177	6	5
October.....	167	171	156	160	165	7	6
November.....	166	169	146	156	159	10	10
December.....	127	138	128	109	123	18	15

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 3.--POUNDAGE AND DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS

Division and State	1967		1966	
	Pounds (1,000)	Value (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,765,141	1,617,054	^r 3,668,115	1,543,544
Manufacturer-wholesalers including chocolate manufacturers.....	3,686,268	1,525,009	^r 3,588,394	^r 1,455,281
Manufacturer-retailers.....	78,873	92,045	^r 79,729	^r 88,263
MANUFACTURER-WHOLESALERS INCLUDING CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA				
New England.....	268,102	116,013	^r 251,692	113,313
Middle Atlantic.....	1,283,318	592,308	^r 1,269,414	^r 572,643
New York and New Jersey.....	638,763	261,330	^r 680,691	^r 274,219
Pennsylvania.....	644,555	330,978	588,723	298,424
East North Central.....	1,361,764	491,052	1,297,429	457,860
Illinois.....	1,171,847	421,647	1,107,593	398,512
Ohio and Indiana.....	140,803	51,475	158,643	48,624
Michigan and Wisconsin.....	49,114	17,930	31,193	10,724
West North Central.....	162,073	73,971	162,397	70,516
Minnesota, Kansas, South Dakota and Nebraska.....	81,993	41,885	65,822	34,958
Iowa and Missouri.....	80,080	32,086	96,575	35,558
South Atlantic.....	158,808	71,135	156,841	63,832
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	78,454	29,601	78,091	27,410
Georgia and Florida.....	80,354	41,534	78,750	36,422
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	77,442	23,900	79,523	24,008
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....	129,577	47,954	116,516	44,113
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	20,977	16,955	25,380	19,002
Pacific.....	224,207	91,721	^r 229,664	89,994
California.....	194,863	76,599	^r 207,911	75,950
Washington, Oregon, and Hawaii ¹	29,344	15,122	21,753	14,044

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

(NA) Not available.

¹Data for 1967 includes Hawaii and for 1966 excludes Hawaii.

Table 4.--ESTIMATED POUNDAGE AND DOLLAR SALES OF MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE MANUFACTURERS OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY TYPE OF PRODUCT

	1967			1966 ^r			1965		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,686,268	1,525,009	\$0.414	3,588,856	1,455,281	\$0.405	3,397,365	1,358,097	\$0.400
Package goods made to retail at--									
\$1.00 or more per pounds...	134,536	147,812	1.099	126,580	137,365	1.084	122,899	135,441	1.102
\$0.50 to \$0.99 per pound...	437,303	217,471	0.497	381,645	184,449	0.483	368,621	171,069	0.464
Less than \$0.50 per pound..	783,090	228,645	0.292	794,956	229,449	0.289	744,039	203,865	0.274
Bar goods.....	1,210,980	534,464	0.441	1,210,659	523,897	0.433	1,122,695	475,926	0.428
Bulk goods ¹	683,682	203,169	0.296	673,339	203,584	0.302	698,097	213,158	0.305
5¢ and 10¢ specialties.....	436,677	193,448	0.443	401,677	176,537	0.439	351,014	158,638	0.452

Note: The figures in the table above are estimates based on reports from a selected group of large manufacturer-wholesalers who account for approximately 65 percent of the total dollar sales of this class of manufacturers. For each year, unit values from data obtained on Census Form MA-20D have also been taken into consideration.

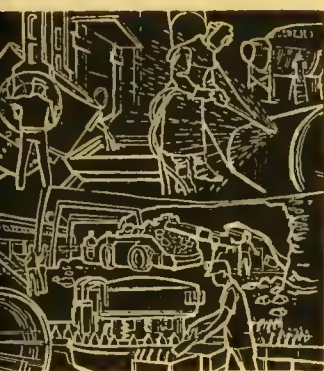
^rRevised.

¹Includes penny goods.

U.S. DEPARTMENT OF COMMERCE
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OFFICIAL BUSINESS

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U.S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products January 1968

FOR RELEASE: March 18, 1968

SERIES: M20C(68)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3.

Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
January ^P	138,775	132,317	6,458
1967			
December ^T	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
August.....	115,211	111,682	3,529
July.....	72,807	69,220	3,587
June.....	101,242	97,270	3,972
May.....	101,116	96,129	4,987
April.....	110,657	99,496	11,161
March.....	130,332	124,235	6,097
February.....	126,809	119,377	7,432
January.....	120,128	115,015	5,113

^PPreliminary. ^TRevised.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 2.--SALES OF CONFECTIONERY MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA

(Thousands of dollars)

Item	January 1968 ^P	December 1967 ^r	January 1967
UNITED STATES TOTAL.....	132,317	110,002	141,282
New England.....	10,686	10,084	11,938
Middle Atlantic.....	52,857	41,586	56,920
New York and New Jersey.....	19,005	18,848	20,828
Pennsylvania.....	33,852	22,738	36,092
East North Central.....	39,647	32,570	40,943
Illinois.....	34,016	26,415	34,859
Ohio and Indiana.....	3,453	4,827	4,117
Michigan and Wisconsin.....	2,178	1,328	1,967
West North Central.....	6,776	7,496	6,774
Minnesota, Kansas, South Dakota, and Nebraska.....	4,285	5,426	4,031
Iowa and Missouri.....	2,491	2,070	2,743
South Atlantic.....	4,975	4,519	5,695
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	2,138	1,863	2,496
Georgia and Florida.....	2,837	2,656	3,199
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,961	1,666	1,950
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).. Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	5,463	3,123	6,402
.....	2,183	1,749	1,909
Pacific.....	7,769	7,209	8,751
California.....	6,253	5,651	7,229
Washington and Oregon.....	1,516	1,558	1,522

^PPreliminary. ^rRevised.

Table 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS BY TYPE OF CONFECTIONERY

SIC code	Type of product	January 1968 ^P		December 1967 ^r		January 1967 ^r	
		Quantity (1,000 pounds)	Value (\$1,000)	Quantity (1,000 pounds)	Value (\$1,000)	Quantity (1,000 pounds)	Value (\$1,000)
	TOTAL SALES OF SELECTED ESTAB- LISHMENTS.....	197,129	92,476	170,613	76,618	200,536	90,650
	Package goods made to retail at:						
2071324	\$1.00 or more per pound.....	12,548	17,057	13,483	14,065	10,781	14,920
2071351	\$0.50 to \$0.99 per pound.....	20,415	10,877	17,854	9,304	19,431	10,813
2071371	Less than \$0.50 per pound.....	37,140	10,738	38,326	10,499	41,589	11,647
2070114	Bar goods.....	83,263	37,637	57,665	26,139	81,390	36,319
2071201	5 cent and 10 cent specialties....	18,375	8,482	20,382	9,923	19,101	8,601
2070121	Bulk goods, including penny goods.	25,388	7,685	22,903	6,688	28,500	8,350

^PPreliminary. ^rRevised.

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for establishments whose reports were not received in time for tabulation. Such estimates are based on month-to-month trends shown by reporting firms and are generally limited to a maximum of 25 percent for any one item. Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

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CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products**
February 1968

FOR RELEASE: April 9, 1968

SERIES: M20C(68)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose report were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
February.....	141,658	133,189	8,469
January.....	140,080	133,475	6,605
1967			
December.....	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
August.....	115,211	111,682	3,529
July.....	72,807	69,220	3,587
June.....	101,242	97,270	3,972
May.....	101,116	96,129	4,987
April.....	110,657	99,496	11,161
March.....	130,332	124,235	6,097
February.....	126,809	119,377	7,432

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 2.--SALES OF CONFECTIONERY MANUFACTURER-WHOLESALEERS BY GEOGRAPHIC AREA

(Thousands of dollars)

Item	February 1968	January 1968	February 1967
UNITED STATES TOTAL.....	133,189	133,475	134,795
New England.....	9,405	10,869	9,217
Middle Atlantic.....	55,249	52,507	55,359
New York and New Jersey.....	22,231	18,590	23,162
Pennsylvania.....	33,018	33,917	32,197
East North Central.....	43,773	39,871	43,043
Illinois.....	38,578	34,270	37,100
Ohio and Indiana.....	3,598	3,423	4,674
Michigan and Wisconsin.....	1,597	2,178	1,269
West North Central.....	5,556	6,992	6,552
Minnesota, Kansas, South Dakota, and Nebraska.....	2,911	4,454	3,757
Iowa and Missouri.....	2,645	2,538	2,795
South Atlantic.....	4,625	4,984	4,974
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	1,848	2,138	2,256
Georgia and Florida.....	2,777	2,846	2,718
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	1,549	1,961	1,410
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)..	3,416	6,452	4,448
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	1,935	2,182	1,415
Pacific.....	7,681	7,657	8,377
California.....	6,305	6,230	6,901
Washington and Oregon.....	1,376	1,427	1,476

Table 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS BY TYPE OF CONFECTIONERY

SIC code	Type of product	February 1968		January 1968		February 1967	
		Quantity (1,000 pounds)	Value (\$1,000)	Quantity (1,000 pounds)	Value (\$1,000)	Quantity (1,000 pounds)	Value (\$1,000)
	TOTAL SALES OF SELECTED ESTAB- LISHMENTS.....	213,235	92,477	199,010	93,277	211,550	88,311
	Package goods made to retail at:						
2071324	\$1.00 or more per pound.....	6,879	6,807	12,556	17,106	7,242	8,166
2071351	\$0.50 to \$0.99 per pound.....	25,877	13,771	20,393	10,870	24,166	12,420
2071371	Less than \$0.50 per pound.....	46,778	14,059	38,247	10,958	50,788	13,424
2070114	Bar goods.....	85,390	39,011	83,283	37,909	80,862	35,736
2071201	5 cent and 10 cent specialties....	23,929	11,607	18,749	8,680	24,152	11,327
2070121	Bulk goods, including penny goods.	24,383	7,222	25,782	7,754	24,340	7,222

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for establishments whose reports were not received in time for tabulation. Such estimates are based on month-to-month trends shown by reporting firms and are generally limited to a maximum of 25 percent for any one item. Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

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EXPLANATION OF TERMS

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Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

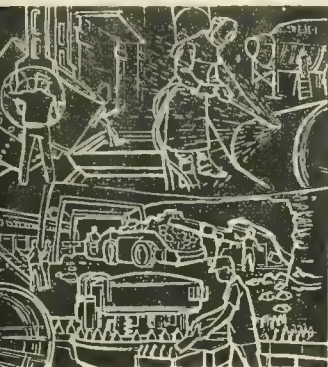
Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

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U.S. DEPARTMENT OF COMMERCE**



CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

March 1968

FOR RELEASE: May 9, 1968

SERIES: M20C(68)-3

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose report were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
March.....	135,022	129,374	5,648
February.....	142,327	133,691	8,636
January.....	140,080	133,475	6,605
1967			
December.....	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
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April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
August.....	115,211	111,682	3,529
July.....	72,807	69,220	3,587
June.....	101,242	97,270	3,972
May.....	101,116	96,129	4,987
April.....	110,657	99,496	11,161
March.....	130,332	124,235	6,097

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1968	FEBRUARY 1968	MARCH 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	129 374	133 691	125 941
NEW ENGLAND	9 241	9 374	9 627
MIDDLE ATLANTIC	54 185	55 077	50 662
NEW YORK AND NEW JERSEY	25 658	22 069	24 994
PENNSYLVANIA	28 527	33 008	25 568
EAST NORTH CENTRAL	39 415	44 204	38 831
ILLINOIS	34 135	38 074	33 985
OHIO AND INDIANA	3 955	4 530	3 737
MICHIGAN AND WISCONSIN	1 325	1 600	1 109
WEST NORTH CENTRAL	6 369	5 665	5 951
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 910	2 913	3 276
IOWA AND MISSOURI	2 459	2 752	2 676
SOUTH ATLANTIC	5 467	4 623	5 657
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 196	1 860	2 529
GEORGIA AND FLORIDA	3 271	2 763	3 128
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 238	1 578	1 562
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 946	3 407	4 102
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 913	1 983	1 161
PACIFIC	7 600	7 780	8 488
CALIFORNIA	6 117	6 500	7 218
WASHINGTON AND OREGON	1 483	1 280	1 270

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1968		FEBRUARY 1968		MARCH 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	210 163	90 478	217 162	92 705	195 825	81 072
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	8 469	8 065	6 894	6 789	5 729	6 064
2071351	\$0.50 TO \$0.99 PER POUND	22 907	12 059	25 677	13 624	20 759	10 345
2071371	LESS THAN \$0.50 PER POUND	43 627	12 621	49 997	14 623	37 780	11 057
2070114	BAR GOODS	79 299	36 029	86 142	39 005	77 555	33 886
2071201	5 CENT AND 10 CENT SPECIALTIES	31 874	14 681	23 947	11 569	30 406	12 598
2070121	BULK GOODS, INCLUDING PENNY GOODS	23 987	7 023	24 505	7 195	23 596	6 982

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for establishments whose reports were not received in time for tabulation. Such estimates are based on month-to-month trends shown by reporting firms and are generally limited to a maximum of 25 percent for any one item. Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

April 1968

FOR RELEASE: June 14, 1968

SERIES: M20C(68) -4

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose report were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
April.....	119,668	107,891	11,777
March.....	134,979	127,600	7,379
February.....	142,327	133,691	8,636
January.....	140,080	133,475	6,605
1967			
December.....	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
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July.....	72,807	69,220	3,587
June.....	101,242	97,270	3,972
May.....	101,116	96,129	4,987
April.....	110,657	99,496	11,161

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U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	APRIL 1968	MARCH 1968	APRIL 1967
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	107 891	127 600	101 398
NEW ENGLAND	7 360	9 245	7 799
MIDDLE ATLANTIC	40 044	52 589	40 527
NEW YORK AND NEW JERSEY	17 256	24 047	19 586
PENNSYLVANIA	22 788	28 542	20 941
EAST NORTH CENTRAL	35 249	39 211	30 780
ILLINOIS	30 214	34 070	26 568
OHIO AND INDIANA	3 067	3 817	3 238
MICHIGAN AND WISCONSIN	1 968	1 324	974
WEST NORTH CENTRAL	6 570	6 366	5 121
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 977	3 907	2 711
IOWA AND MISSOURI	2 593	2 459	2 410
SOUTH ATLANTIC	4 948	5 466	4 837
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 044	2 195	2 027
GEORGIA AND FLORIDA	2 904	3 271	2 810
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 540	1 263	1 390
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 361	3 949	3 097
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 873	1 913	1 102
PACIFIC (2)	6 946	7 598	6 745
CALIFORNIA	5 631	6 116	5 887
WASHINGTON AND OREGON	1 315	1 482	858

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1968		MARCH 1968		APRIL 1967	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	179 689	75 176	209 523	90 196	162 026	66 434
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	7 579	7 295	8 259	7 951	5 155	5 690
2071351	\$0.50 TO \$0.99 PER POUND	17 876	9 370	22 872	12 025	14 965	7 480
2071371	LESS THAN \$0.50 PER POUND	35 263	9 112	43 688	12 638	31 250	8 134
2070114	BAR GOODS.	73 350	32 282	79 176	35 983	66 460	28 896
2071201	5 CENT AND 10 CENT SPECIALTIES	24 001	11 032	31 529	14 561	23 918	10 638
2070121	BULK GOODS, INCLUDING PENNY GOODS.	21 620	6 085	23 999	7 038	20 278	5 596

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for establishments whose reports were not received in time for tabulation. Such estimates are based on month-to-month trends shown by reporting firms and are generally limited to a maximum of 25 percent for any one item. Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

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RELATED REPORTS

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EXPLANATION OF TERMS

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Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
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WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

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CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products May 1968

FOR RELEASE: July 17, 1968

SERIES: M20C(68) -5

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
May.....	106,672	101,006	5,666
April.....	119,656	107,879	11,777
March.....	134,979	127,600	7,379
February.....	142,327	133,691	8,636
January.....	140,080	133,475	6,605
1967			
December.....	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
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March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
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1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
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June.....	101,242	97,270	3,972
May.....	101,116	96,129	4,987

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

AREA OF PLANT LOCATION	MAY 1968	APRIL 1968	MAY 1967
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	101 006	107 876	111 723
NEW ENGLAND	6 623	7 353	8 023
MIDDLE ATLANTIC	39 026	40 499	44 737
NEW YORK AND NEW JERSEY	18 137	17 626	21 307
PENNSYLVANIA	20 889	22 873	23 426
EAST NORTH CENTRAL	34 877	34 656	35 856
ILLINOIS	30 067	30 228	30 564
OHIO AND INDIANA	3 293	3 181	4 201
MICHIGAN AND WISCONSIN	1 227	1 247	1 091
WEST NORTH CENTRAL	4 553	6 558	5 075
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 648	3 977	2 631
IOWA AND MISSOURI	1 905	2 581	2 444
SOUTH ATLANTIC	5 100	4 899	5 357
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 130	2 039	2 400
GEORGIA AND FLORIDA	2 970	2 860	2 957
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 261	1 538	1 601
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 514	3 520	3 260
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	887	1 439	976
PACIFIC	6 465	7 417	7 252
CALIFORNIA	5 485	6 392	6 281
WASHINGTON AND OREGON	980	1 025	971

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1968		APRIL 1968		MAY 1967	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	174 107	70 220	181 448	75 872	185 634	73 566
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	3 222	3 090	6 731	7 297	3 764	3 779
2071351	\$0.50 TO \$0.99 PER POUND	17 055	8 654	18 366	9 568	17 734	8 986
2071371	LESS THAN \$0.50 PER POUND	36 186	9 599	37 178	9 507	40 339	10 091
2070114	BAR GOODS	66 994	30 354	73 335	32 277	71 758	31 725
2071201	5 CENT AND 10 CENT SPECIALTIES	25 346	11 491	24 095	11 109	27 107	11 867
2070121	BULK GOODS, INCLUDING PENNY GOODS	25 404	7 032	21 743	6 114	24 932	7 119

Note: Corrections to reports previously received have led to revisions in quantity data for package goods made to retail at \$1.00 or more per pound for the first three months of 1968. The revised figures are shown below:

Package Goods Made To Retail At \$1.00 Or More Per Pound

(Thousand pounds)

Month	As published	As revised
January.....	12,556	12,240
February.....	6,894	6,296
March.....	8,259	7,642

Corresponding corrections should be made in the total quantity figures.

DESCRIPTION OF SURVEY

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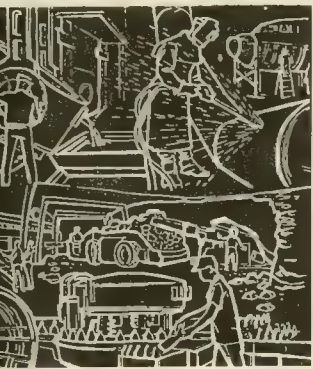
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U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

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U S DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****June 1968****FOR RELEASE: August 14, 1968****SERIES: M20C(68)-6**

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

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Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
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April.....	119,656	107,879	11,777
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February.....	142,327	133,691	8,636
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August.....	115,211	111,682	3,529
July.....	72,807	69,220	3,587
June.....	101,242	97,270	3,972

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1968	MAY 1968	JUNE 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	98 390	101 828	108 486
NEW ENGLAND	5 942	6 633	7 351
MIDDLE ATLANTIC	36 999	39 450	42 022
NEW YORK AND NEW JERSEY	18 129	18 442	23 044
PENNSYLVANIA	18 870	21 008	18 978
EAST NORTH CENTRAL	36 383	34 892	35 316
ILLINOIS	32 135	30 368	31 386
OHIO AND INDIANA	3 074	3 296	3 023
MICHIGAN AND WISCONSIN	1 174	1 228	907
WEST NORTH CENTRAL	3 918	4 561	4 484
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 178	2 649	2 299
IOWA AND MISSOURI	1 740	1 912	2 185
SOUTH ATLANTIC	4 767	5 112	5 763
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	1 811	2 137	2 416
GEORGIA AND FLORIDA	2 956	2 975	3 347
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 185	1 264	1 537
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 176	2 518	3 675
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	816	887	829
PACIFIC	6 204	6 511	7 509
CALIFORNIA	5 372	5 523	6 618
WASHINGTON AND OREGON	832	988	891

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1968		MAY 1968		JUNE 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	182 466	73 353	174 028	70 379	188 329	72 364
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	2 531	2 434	3 222	3 090	2 641	2 414
2071351	\$0.50 TO \$0.99 PER POUND	19 647	9 897	17 055	8 654	17 322	8 664
2071371	LESS THAN \$0.50 PER POUND	38 871	10 457	36 176	9 577	41 362	10 327
2070114	BAR GOODS	70 473	31 299	66 894	30 354	70 229	29 440
2071201	5 CENT AND 10 CENT SPECIALTIES	30 190	13 495	25 793	11 661	32 909	14 846
2070121	BULK GOODS, INCLUDING PENNY GOODS	20 754	5 771	24 888	7 043	23 866	6 673

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Milling figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



Current Industrial Reports

Change Sheet

Confectionery (Including Chocolate Products)

July 1967-June 1968

RELEASE: December 23, 1968

SERIES: M20C

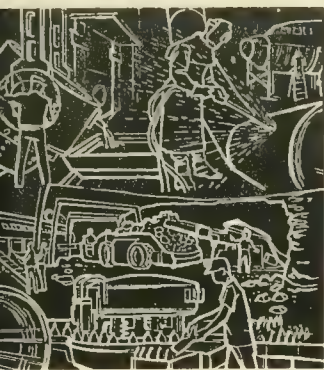
In the September 1968 report in this series, the data for manufacturer-wholesalers were revised for all months since September 1967. This revision was due to the under statement of the amounts estimated for small establishments not canvassed monthly, the comparable revisions, for the geographic data are shown in this change sheet.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY KIND OF BUSINESS AND GEOGRAPHIC AREA
(Thousands of dollars)

Geographic area	1968												1967			
	July	June	May	April	March	Feb.	Jan.	Dec.	Nov.	Oct.	Sept.	Aug.	July	June	May	April
Estimated total sales of manufacturer-wholesaler and chocolate manufacturers by geographic area, total.....As published..	87,742	97,547	101,883	107,379	127,600	133,692	135,475	110,002	156,934	160,493	186,124	113,222	81,823	76,351	75,000	74,000
As revised..	92,831	103,207	107,734	114,136	135,000	141,809	141,354	116,327	161,377	166,252	194,378	122,602	75,000	74,000	73,000	72,000
New England.....As published..	4,823	6,103	6,523	7,253	9,425	9,374	10,869	10,084	12,532	12,752	12,478	9,280	5,099	5,000	4,900	4,800
As revised..	5,114	6,427	6,971	7,711	9,669	9,858	11,320	10,446	12,532	12,752	12,478	9,280	5,099	5,000	4,900	4,800
Middle Atlantic.....As published..	31,561	39,450	40,499	42,585	52,559	53,071	52,507	41,586	59,900	60,559	74,927	47,530	30,486	29,000	28,000	27,000
As revised..	33,657	41,417	42,585	44,585	55,055	57,782	55,132	43,693	60,460	62,676	77,883	43,383	22,876	22,000	21,000	20,000
New York and New Jersey.....As published..	14,380	18,226	18,442	17,626	24,347	23,062	18,590	13,828	25,657	26,661	33,087	21,037	12,040	11,000	10,000	9,000
As revised..	15,366	19,322	19,536	18,838	25,431	22,642	18,116	13,073	26,564	27,776	34,812	21,947	12,467	11,000	10,000	9,000
Pennsylvania.....As published..	11,581	18,842	21,008	22,973	28,542	33,008	33,917	22,738	33,243	34,038	41,540	26,431	15,426	14,000	13,000	12,000
As revised..	13,291	21,651	21,351	23,745	29,574	34,140	35,016	23,620	33,936	34,900	43,071	27,041	15,179	14,000	13,000	12,000
East North Central.....As published..	33,250	35,440	34,892	34,656	39,211	44,204	33,871	32,573	43,681	53,640	63,533	39,311	27,938	26,000	25,000	24,000
As revised..	34,790	37,152	36,681	36,551	41,470	46,661	42,255	34,486	45,099	55,381	71,267	41,134	27,460	26,000	25,000	24,000
Illinois.....As published..	29,313	31,409	30,368	30,228	34,070	38,074	34,270	26,415	36,628	45,233	60,381	34,034	24,673	23,000	22,000	21,000
As revised..	30,670	32,911	31,939	31,891	36,055	40,230	36,562	28,097	37,873	46,387	62,139	35,245	24,406	23,000	22,000	21,000
Ohio and Indiana.....As published..	3,018	2,307	3,236	3,181	3,817	4,530	3,423	4,827	5,581	6,423	5,717	3,964	2,263	2,100	2,000	1,900
As revised..	3,142	3,107	3,451	3,346	4,012	4,744	3,630	4,593	5,304	6,159	5,950	3,979	2,221	2,100	2,000	1,900
Michigan and Wisconsin.....As published..	913	1,073	1,228	1,247	1,324	1,600	2,178	1,328	1,672	1,913	2,785	1,863	1,052	900	800	700
As revised..	968	1,134	1,291	1,314	1,405	1,687	2,263	1,396	1,722	1,975	2,878	1,910	1,052	900	800	700
West North Central.....As published..	4,017	3,960	4,561	6,558	6,366	5,665	6,992	7,496	11,695	6,611	5,426	4,773	4,013	3,900	3,800	3,700
As revised..	4,444	4,454	5,056	7,053	6,988	6,347	7,653	8,026	12,083	7,094	6,169	5,141	3,865	3,700	3,600	3,500
Minnesota, Kansas, South Dakota, and Nebraska.....As published..	2,197	2,230	2,649	3,977	3,997	2,913	4,454	5,426	6,963	3,333	2,370	2,487	1,941	1,800	1,700	1,600
As revised..	2,235	2,272	2,693	4,024	3,963	2,974	4,513	5,473	6,998	3,430	2,396	2,526	1,963	1,800	1,700	1,600
Iowa and Missouri.....As published..	1,820	1,730	1,912	2,584	2,452	2,752	2,538	2,370	4,732	3,213	2,456	2,286	1,972	1,800	1,700	1,600
As revised..	2,209	2,162	2,363	3,059	3,025	3,173	3,140	2,553	5,090	3,458	2,453	2,621	1,937	1,800	1,700	1,600
South Atlantic.....As published..	4,692	4,720	5,112	4,399	5,166	4,623	4,934	4,513	8,435	7,353	7,742	5,321	4,932	4,800	4,700	4,600
As revised..	4,962	5,013	5,424	5,230	5,857	5,052	5,401	4,853	8,682	8,157	8,209	5,592	4,888	4,700	4,600	4,500
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....As published..	1,504	1,794	2,137	2,359	2,195	1,800	2,138	1,903	2,440	3,178	3,017	2,553	2,144	2,000	1,900	1,800
As revised..	2,008	2,257	2,693	4,024	3,963	2,974	4,513	5,473	6,998	3,430	2,396	2,526	1,963	1,800	1,700	1,600
Georgia and Florida.....As published..	2,739	2,426	2,975	2,860	3,271	2,763	2,446	2,096	4,732	4,675	4,725	2,936	2,553	2,400	2,300	2,200
As revised..	2,754	3,110	3,167	3,063	3,511	3,047	3,102	2,901	5,647	4,902	5,012	3,178	2,730	2,600	2,500	2,400
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....As published..	1,291	1,194	1,204	1,533	1,203	1,578	1,401	1,666	3,449	3,410	3,275	1,351	1,244	1,100	1,000	900
As revised..	1,565	1,263	1,343	1,627	1,503	1,694	2,073	1,736	3,566	3,571	3,501	1,341	1,244	1,100	1,000	900
West South Central (Arkansas, Louisiana, Oklahoma, and Texas).....As published..	2,057	2,173	2,313	3,060	3,441	3,407	6,440	3,123	6,116	4,887	4,607	3,441	1,930	1,800	1,700	1,600
As revised..	2,176	2,295	2,496	3,066	3,441	3,407	6,440	3,123	6,116	4,887	4,607	3,441	1,930	1,800	1,700	1,600
Mountain (Arizona, Colorado, Utah, New Mexico, and Idaho).....As published..	703	741	937	1,439	1,203	1,993	2,138	1,743	3,554	3,554	3,507	301	301	300	290	280
As revised..	723	765	941	1,496	1,241	2,047	2,244	1,794	3,554	3,554	3,507	301	301	300	290	280
Pacific.....As published..	4,442	6,100	6,911	7,417	7,598	7,740	7,697	7,003	8,044	8,045	8,011	6,758	5,882	5,700	5,600	5,500
As revised..	5,570	6,999	7,940	8,189	8,511	8,789	8,650	7,980	9,070	9,070	9,180	7,771	6,882	6,700	6,600	6,500
California.....As published..	4,442	6,100	6,911	7,417	7,598	7,740	7,697	7,003	8,044	8,045	8,011	6,758	5,882	5,700	5,600	5,500
As revised..	4,681	5,255	5,992	6,392	6,116	6,596	6,240	6,596	7,109	7,098	7,826	6,882	6,000	5,900	5,800	5,700
Washington and Oregon.....As published..	4,442	6,100	6,911	7,417	7,598	7,740	7,697	7,003	8,044	8,045	8,011	6,758	5,882	5,700	5,600	5,500
As revised..	4,681	5,255	5,992	6,392	6,116	6,596	6,240	6,596	7,109	7,098	7,826	6,882	6,000	5,900	5,800	5,700



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****July 1968**

FOR RELEASE: September 13, 1968

SERIES: M20C(68)-7

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
July.....	92,283	88,079	4,204
June.....	101,263	97,549	3,714
May.....	107,499	101,828	5,671
April.....	119,656	107,879	11,777
March.....	134,979	127,600	7,379
February.....	142,327	133,692	8,636
January.....	140,080	133,475	6,605
1967			
December.....	127,392	116,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,438	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
August.....	115,211	111,682	3,529
July.....	72,807	69,220	3,587

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

AREA OF PLANT LOCATION	JULY 1968	JUNE 1968	JULY 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	88 079	97 549	81 823
NEW ENGLAND	4 823	6 103	5 200
MIDDLE ATLANTIC	31 998	37 068	30 466
NEW YORK AND NEW JERSEY	14 417	18 226	15 040
PENNSYLVANIA	17 581	18 842	15 426
EAST NORTH CENTRAL	33 473	35 440	27 998
ILLINOIS	29 542	31 409	24 678
OHIO AND INDIANA	3 018	2 958	2 268
MICHIGAN AND WISCONSIN	913	1 073	1 052
WEST NORTH CENTRAL	4 035	3 960	4 013
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 215	2 230	1 941
IOWA AND MISSOURI	1 820	1 730	2 072
SOUTH ATLANTIC	4 681	4 720	4 982
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	1 892	1 794	2 144
GEORGIA AND FLORIDA	2 789	2 926	2 838
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 259	1 184	1 264
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 068	2 173	1 996
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	741	741	682
PACIFIC	5 001	6 160	5 222
CALIFORNIA	4 187	5 335	4 497
WASHINGTON AND OREGON	814	825	725

^FRevised by 5 percent or more from previously published data.

TABLE 3.--POUNDAQE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1968		JUNE 1968		JULY 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS	- THOUSAND POUNDS	- THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	156 258	63 114	174 162	71 703	134 612	51 654
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	2 522	2 426	2 785	2 615	2 311	1 993
2071351	\$0.50 TO \$0.99 PER POUND	15 542	8 064	19 562	9 877	13 232	6 702
2071371	LESS THAN \$0.50 PER POUND	33 246	9 050	35 087	9 486	29 129	7 376
2070114	BAR GOODS	60 741	26 944	69 277	31 138	52 408	21 771
2071201	5 CENT AND 10 CENT SPECIALTIES	24 335	11 011	29 715	13 353	17 124	7 574
2070121	BULK GOODS, INCLUDING PENNY GOODS	19 672	5 619	17 136	5 234	20 408	5 837

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The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

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EXPLANATION OF TERMS

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Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

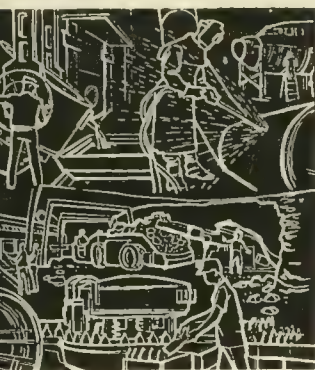
Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****August 1968**

FOR RELEASE: October 11, 1968

SERIES: M20C(68)-8

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturer's Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
August.....	119,397	114,229	5,168
July.....	91,946	87,742	4,204
June.....	101,263	97,549	3,714
May.....	107,499	101,828	5,671
April.....	119,656	107,879	11,777
March.....	134,979	127,600	7,379
February.....	142,327	133,691	8,636
January.....	140,080	133,475	6,605
1967			
December.....	127,392	110,002	17,390
November.....	165,917	156,694	9,223
October.....	166,829	160,498	6,331
September.....	190,611	186,124	4,487
August.....	122,458	118,226	4,232
July.....	85,712	81,823	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944
October.....	170,203	165,416	4,787
September.....	180,451	176,221	4,230
August.....	115,211	111,682	3,529

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

AREA OF PLANT LOCATION	AUGUST 1968	JULY 1968	AUGUST 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	114 229	87 742	118 226
NEW ENGLAND	8 085	4 823	9 280
MIDDLE ATLANTIC	42 790	31 961	47 530
NEW YORK AND NEW JERSEY	18 341	14 380	21 099
PENNSYLVANIA	24 449	17 581	26 431
EAST NORTH CENTRAL	42 148	33 250	39 811
ILLINOIS	36 706	29 319	34 084
OHIO AND INDIANA	4 146	3 018	3 864
MICHIGAN AND WISCONSIN	1 296	913	1 863
WEST NORTH CENTRAL	4 685	4 017	4 773
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 621	2 197	2 487
IOWA AND MISSOURI	2 064	1 820	2 286
SOUTH ATLANTIC	4 790	4 693	5 321
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 163	1 904	2 335
GEORGIA AND FLORIDA	2 627	2 789	2 986
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 490	1 291	1 531
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 201	2 057	2 341
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	928	708	901
PACIFIC	7 112	4 942	6 738
CALIFORNIA	6 013	4 090	5 893
WASHINGTON AND OREGON	1 099	852	845

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS;
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	AUGUST 1968		JULY 1968		AUGUST 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	201 018	87 351	154 555	62 917	208 849	83 238
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	3 662	3 508	2 517	2 422	4 054	3 472
2071351	\$0.50 TO \$0.99 PER POUND	28 536	1 424	15 605	8 077	23 303	11 586
2071371	LESS THAN \$0.50 PER POUND	46 023	11 078	32 081	9 112	48 855	12 050
2070114	BAR GOODS	71 961	34 821	60 028	26 643	82 391	36 329
2071201	5 CENT AND 10 CENT SPECIALTIES	27 706	12 614	24 532	11 095	24 394	11 020
2070121	BULK GOODS, INCLUDING PENNY GOODS	23 130	7 028	19 792	5 568	29 852	8 781

DISTRIBUTION

CONFECTIONERY

JULY 1968

CONFECTIONERY

UNITED STATES DEPARTMENT OF COMMERCE

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

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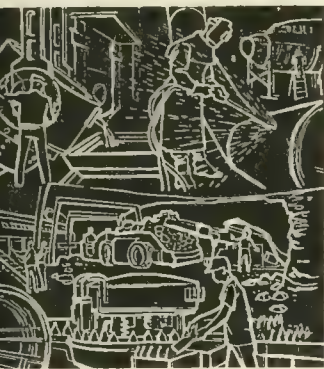
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**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
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CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

September 1968

FOR RELEASE: November 21, 1968

SERIES: M20C(68)-9

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers ¹	Manufacturer- retailers
1968			
September.....	195,475	189,042	6,433
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
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¹A review of the data for manufacturer-wholesalers indicated that the amounts estimated for small establishments not canvassed in the survey were understated for the months beginning with August 1967. The revised monthly data are shown in table 1. The data in table 2 are also revised. Comparable revisions for the other months in question to the geographic data usually published in table 2 will be issued later in a supplement to this series. The table 3 information is not affected by this change.

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U.S. DEPARTMENT OF COMMERCE C. R. Smith, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPTEMBER 1968	AUGUST 1968	SEPTEMBER 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL(1)	189 042	121 939	194 973
NEW ENGLAND	11 359	8 472	12 982
MIDDLE ATLANTIC	72 173	45 462	77 883
NEW YORK AND NEW JERSEY	29 735	20 004	34 812
PENNSYLVANIA	42 438	25 458	43 071
EAST NORTH CENTRAL	71 479	44 740	71 267
ILLINOIS	61 452	39 052	62 439
OHIO AND INDIANA	7 261	4 320	5 950
MICHIGAN AND WISCONSIN	2 765	1 368	2 879
WEST NORTH CENTRAL	6 394	5 240	6 169
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 134	2 670	3 036
IOWA AND MISSOURI	3 260	2 570	3 133
SOUTH ATLANTIC	7 587	5 142	8 209
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 973	2 299	3 197
GEORGIA AND FLORIDA	4 614	2 843	5 012
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 786	1 584	2 701
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	5 174	2 355	5 241
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 360	988	1 346
PACIFIC	10 731	7 956	9 180
CALIFORNIA	9 069	6 807	7 826
WASHINGTON AND OREGON	1 662	1 149	1 354

(1) See footnote 1, table 1.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1968		AUGUST 1968		SEPTEMBER 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	297 680	133 758	196 788	84 197	329 313	139 098
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	8 020	8 196	3 662	3 508	8 280	8 196
2071351	\$0.50 TO \$0.99 PER POUND	50 707	25 516	28 540	14 244	48 992	23 692
2071371	LESS THAN \$0.50 PER POUND	66 670	19 179	39 354	11 221	70 682	20 628
2070114	BAR GOODS	107 928	54 280	73 515	35 260	131 260	60 561
2071201	5 CENT AND 10 CENT SPECIALTIES	33 054	16 682	28 153	12 820	31 385	14 778
2070121	BULK GOODS, INCLUDING PENNY GOODS	31 301	9 905	23 564	7 144	38 714	11 243

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

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U.S. DEPARTMENT OF COMMERCE
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OFFICIAL BUSINESS

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CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products**
October 1968

FOR RELEASE: December 16, 1968

SERIES: M20C(68)-10

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers ¹	Manufacturer- retailers
1968			
October.....	189,596	182,514	7,082
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
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March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
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BUREAU OF THE CENSUS A. Ross Eckler, Director

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BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1968	SEPTEMBER 1968	OCTOBER 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL (1)	182 514	187 791	166 252
NEW ENGLAND	11 701	11 125	13 061
MIDDLE ATLANTIC	63 493	73 616	62 676
NEW YORK AND NEW JERSEY	24 580	24 481	27 776
PENNSYLVANIA	38 913	44 135	34 900
EAST NORTH CENTRAL	69 381	70 701	55 381
ILLINOIS	59 171	60 814	46 827
OHIO AND INDIANA	7 787	7 166	6 579
MICHIGAN AND WISCONSIN	2 423	2 721	1 975
WEST NORTH CENTRAL	7 378	6 095	7 094
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 644	3 108	3 436
IOWA AND MISSOURI	3 734	2 987	3 658
SOUTH ATLANTIC	9 097	7 438	8 157
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	3 512	2 898	3 295
GEORGIA AND FLORIDA	5 585	4 540	4 862
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	4 472	2 509	3 997
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	4 890	5 091	4 827
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 526	1 327	1 683
PACIFIC	10 576	9 889	9 356
CALIFORNIA	8 828	8 257	7 727
WASHINGTON AND OREGON	1 748	1 632	1 629

(1) See footnote 1, table 1.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	OCTOBER 1968		SEPTEMBER 1968		OCTOBER 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	274 406	123 180	297 106	133 421	253 713	108 866
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	10 909	11 293	8 020	8 196	10 593	9 732
2071351	\$0.50 TO \$0.99 PER POUND	47 584	24 133	50 270	25 325	43 108	21 248
2071371	LESS THAN \$0.50 PER POUND	55 078	17 063	66 076	19 398	53 080	16 026
2070114	BAR GOODS.	97 912	46 385	107 948	54 285	85 825	39 254
2071201	5 CENT AND 10 CENT SPECIALTIES	28 244	13 554	33 586	16 331	24 360	11 505
2070121	BULK GOODS, INCLUDING PENNY GOODS.	34 679	10 752	31 206	9 886	36 747	11 101

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

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CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

November 1968

FOR RELEASE: January 21, 1969

SERIES: M20C(68)-11

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
November.....	183,819	172,875	10,944
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232
July.....	83,940	80,051	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575
1966			
December.....	137,780	123,356	14,424
November.....	169,204	160,260	8,944

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE

William H. Chartener, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1968	OCTOBER 1968	NOVEMBER 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL	172 875	130 762	161 477
NEW ENGLAND	2 830	12 004	12 532
MIDDLE ATLANTIC	64 736	61 414	60 461
NEW YORK AND NEW JERSEY	21 040	23 581	26 564
PENNSYLVANIA	43 696	37 833	33 896
EAST NORTH CENTRAL	56 321	69 195	45 099
ILLINOIS	45 778	58 674	37 873
OHIO AND INDIANA	9 079	9 099	5 504
MICHIGAN AND WISCONSIN	1 464	1 422	1 722
WEST NORTH CENTRAL	11 981	7 369	12 088
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	7 356	3 640	6 998
IOWA AND MISSOURI	4 625	3 729	5 090
SOUTH ATLANTIC	9 364	9 714	8 600
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 600	2 150	3 035
GEORGIA AND FLORIDA	6 764	7 564	5 565
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	4 004	4 491	3 566
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	6 302	6 001	6 301
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	2 143	1 862	2 300
PACIFIC	8 173	10 800	9 000
CALIFORNIA	6 369	8 022	7 100
WASHINGTON AND OREGON	1 804	2 778	1 900

* In value by

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1968		OCTOBER 1968		NOVEMBER 1967	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	244 117	118 691	271 347	110 665	204 808	100 494
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	17 442	19 925	10 779	10 939	17 545	19 223
2071351	\$0.50 TO \$0.99 PER POUND	49 691	25 945	48 100	24 360	30 000	14 900
2071371	LESS THAN \$0.50 PER POUND	93 100	16 251	54 468	16 400	40 000	10 000
2070114	BAR GOODS	76 694	35 854	96 581	48 100	64 000	24 000
2071201	5 CENT AND 10 CENT SPECIALTIES	24 100	12 130	24 100	13 552	24 100	10 526
2070121	BULK GOODS, INCLUDING PENNY GOODS	27 917	9 576	33 649	11 000	30 659	10 000

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

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Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

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CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products**
December 1968

FOR RELEASE: February 18, 1969

SERIES: M20C(68) -12

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers' Sales of
Confectionery, 1966 to 1968**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1968			
December.....	142,108	122,326	19,782
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
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March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
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November.....	170,600	161,377	9,223
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William H. Chartener, Assistant Secretary for Economic Affairs
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BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1968	NOVEMBER 1968	DECEMBER 1967
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	122 326	160 847	116 327
NEW ENGLAND	9 766	9 912	10 446
MIDDLE ATLANTIC	38 481	53 439	43 693
NEW YORK AND NEW JERSEY	16 232	21 389	20 073
PENNSYLVANIA	22 249	32 100	23 620
EAST NORTH CENTRAL	39 863	55 014	34 486
ILLINOIS	33 137	45 783	28 097
OHIO AND INDIANA	5 383	7 417	4 993
MICHIGAN AND WISCONSIN	1 343	1 814	1 396
WEST NORTH CENTRAL	11 068	11 482	8 026
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	6 431	6 873	5 473
IOWA AND MISSOURI	4 637	4 609	2 553
SOUTH ATLANTIC	5 849	7 794	4 853
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	1 948	2 707	1 992
GEORGIA AND FLORIDA	3 901	5 087	2 861
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 263	4 029	1 756
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 465	6 646	3 270
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	3 179	3 508	1 807
PACIFIC	8 392	8 973	7 990
CALIFORNIA	6 572	6 655	6 386
WASHINGTON AND OREGON	1 820	2 318	1 604

¹Revised by 5 percent from more recent previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1968		NOVEMBER 1968		DECEMBER 1967	
		QUANTITY =	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	167 636	77 460	224 962	107 690	170 613	76 618
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	13 526	14 688	17 219	19 742	13 483	14 065
2071351	\$0.50 TO \$0.99 PER POUND	19 007	9 948	36 787	22 334	17 854	9 304
2071371	LESS THAN \$0.50 PER POUND	36 929	10 055	53 806	16 202	38 326	10 499
2070114	BAR GOODS	59 782	27 571	68 312	29 426	57 665	26 139
2071201	5 CENT AND 10 CENT SPECIALTIES	18 417	9 089	23 631	11 921	20 382	9 923
2070121	BULK GOODS, INCLUDING PENNY GOODS	19 975	6 109	25 207	8 065	22 903	6 688

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OFFICIAL BUSINESS

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Confectionery, Including Chocolate Products

Summary for 1968

OR RELEASE: May 29, 1969

SERIES: M20C(68)-13

Manufacturers' sales of confectionery and competitive chocolate products totaled \$1,705 million in 1968, up 4 percent from the previous year's figure of \$1,645 million.

Sales of manufacturer-wholesalers at \$1,607 million in 1968 were 3 percent above sales for the previous year. The sales of manufacturer-retailers increased 7 percent from 1967.

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the census of manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were

collected on an annual basis on Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Business and Defense Services Administration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1968" to be published in the near future by the Business and Defense Services Administration.

ACKNOWLEDGMENTS--This report was prepared in the Industry Division under the direction of Robert J. Nealon, Chief, Foods, Textiles, and Apparel Branch. C.H.W. Sedgewick, Chief, Foods, assisted by Albert G. Porach, and Connie L. Baysinger, was directly responsible for the review of the data and preparation of the report. Owen C. Gretton, Chief of the Division, and Milton Eisen, Assistant Chief, provided overall direction and coordination to this project.

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233.

For sale by the Bureau of the Census, Washington, D.C. 20233
Price 15 cents - \$1.50 per year



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

Table 1.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,
BY KIND OF BUSINESS, 1959-1968

(In millions)

Year	Total		Manufacturer-wholesalers		Manufacturer-retailers	
	Pounds	Value	Pounds	Value	Pounds	Value
1968.....	3,794	1,705	3,705	1,607	89	98
1967 ^r	3,769	1,645	3,690	1,553	79	92
1966.....	3,668	1,544	3,589	1,456	79	88
1965.....	3,474	1,429	(NA)	(NA)	(NA)	(NA)
1964.....	3,403	1,395	3,326	1,323	77	72
1963.....	3,269	1,319	3,175	1,235	94	84
1962.....	3,121	1,251	3,043	1,176	78	75
1961.....	3,112	1,233	3,024	1,153	88	80
1960.....	3,004	1,206	2,915	1,125	89	81
1959.....	2,929	1,150	2,841	1,072	88	78

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^rRevised.

(NA) Not available.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,
BY KIND OF BUSINESS AND BY MONTH, 1968 AND 1967

(Millions of dollars)

Month	Total		Manufacturer-wholesalers including chocolate manufacturers		Manufacturer-retailers	
	1968	1967 ^r	1968	1967	1968	1967
TOTAL.....	1,705	1,645	1,607	1,553	98	92
January.....	148	146	141	140	7	6
February.....	151	143	142	134	9	9
March.....	142	136	135	125	7	11
April.....	126	106	114	100	12	6
May.....	114	116	108	111	6	5
June.....	107	112	103	108	4	4
July.....	97	84	93	79	4	5
August.....	127	127	122	122	5	5
September.....	194	199	188	194	6	5
October.....	188	172	181	165	7	7
November.....	172	170	161	160	11	10
December.....	139	134	119	115	20	19

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

Table 3.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND BY AREA OF PLANT LOCATION, 1968 AND 1967^r

Item	1968		1967 ^r	
	Pounds (1,000)	Value ² (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,793,605	1,704,629	3,769,183	1,645,274
By kind of business:				
Manufacturer-retailers.....	88,785	98,107	78,873	92,045
Manufacturer-wholesalers including chocolate manufacturers...	3,704,820	1,606,522	3,690,310	1,553,229
MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE MANUFACTURERS BY AREA OF PLANT LOCATION: ¹				
New England.....	233,036	108,513	271,753	117,593
Middle Atlantic.....	1,192,389	596,278	1,259,621	601,750
New York and New Jersey.....	583,955	252,908	629,442	266,778
Pennsylvania.....	608,434	343,370	630,179	334,972
East North Central.....	1,485,843	553,811	1,385,710	499,687
Illinois.....	1,298,737	476,674	1,193,013	429,266
Ohio and Indiana.....	176,214	57,407	142,811	52,209
Michigan and Wisconsin.....	30,892	19,730	49,886	18,212
West North Central.....	177,477	83,242	167,266	76,341
Minnesota, Kansas, South Dakota and Nebraska.....	83,621	45,396	82,435	42,111
Iowa and Missouri.....	93,856	37,846	84,831	34,230
South Atlantic.....	136,569	71,083	142,083	72,602
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	51,378	27,936	59,986	30,174
Georgia and Florida.....	85,191	43,147	82,097	42,428
East South Central (Kentucky, Tennessee, Alabama, and Mississippi).....	79,873	25,613	78,495	24,225
West South Central (Arkansas, Louisiana, Oklahoma, and Texas)..	138,469	47,711	131,331	48,603
Mountain (Arizona, Colorado, Idaho, New Mexico, and Utah).....	27,892	20,827	21,290	17,208
Pacific.....	233,272	99,444	232,761	95,220
California.....	197,291	82,503	202,978	79,872
Washington, Oregon, and Hawaii.....	35,981	16,941	29,783	15,348

Note: Manufacturer-retailers include only those with 2 or more outlets.

^rRevised.

¹Separate data by area of plant location for manufacturer-retailers are withheld to avoid disclosing figures for individual companies.

²Value figures in this table are summations of corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 10 percent except for Missouri and California. For the United States approximately 8 percent of the total value was estimated.

In order to estimate quantity data, unit values were computed by geographic area from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures in the table, poundage data for each area were estimated. The reported quantities accounted for 91 percent of the estimated total.

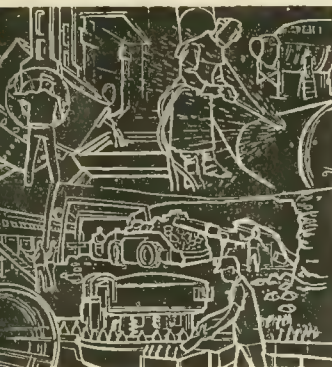
Table 4.--SALES BY MANUFACTURER-WHOLESALEERS INCLUDING CHOCOLATE MANUFACTURERS OF CONFECTIONERY
AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT, 1968 AND 1967

Type of product	1968			1967 ^T		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES.....	3,704,820	1,606,522	\$0.434	3,690,310	1,553,229	\$0.421
Package goods made to retail at--						
\$1.00 or more per pound.....	162,636	180,412	1.109	154,063	171,112	1.111
\$0.50 to \$0.99 per pound.....	465,388	240,978	0.518	424,223	216,924	0.511
Less than \$0.50 per pound.....	808,094	241,621	0.299	774,766	225,078	0.291
Bar goods.....	1,192,327	541,078	0.454	1,216,843	534,346	0.439
Bulk goods ¹	621,666	198,405	0.319	636,802	212,718	0.310
5¢ and 10¢ specialties.....	454,709	204,028	0.449	433,613	193,051	0.445

Note: With the exception of the U.S. totals, the figures in this table are estimated from the data collected for the various categories on Form MA-20D. The reported figures accounted for approximately 90 percent of the estimated totals. Since this basis for estimation differs from that used in prior years, the figures in this table are not comparable with those in previous reports.

^TRevised.

¹Includes penny goods.



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****January 1969**

FOR RELEASE: March 19, 1969

SERIES: M20C (69)-1

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
January.....	146,235	139,093	7,142
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232
July.....	83,940	80,051	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	142,893	134,795	8,098
January.....	145,857	141,282	4,575

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JANUARY 1969	DECEMBER 1968	JANUARY 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	139 093	119 112	141 354
NEW ENGLAND	11 305	9 750	11 320
MIDDLE ATLANTIC	50 507	37 718	55 132
NEW YORK AND NEW JERSEY	15 856	16 102	20 116
PENNSYLVANIA	34 651	21 616	35 016
EAST NORTH CENTRAL	44 653	38 621	42 255
ILLINOIS	38 194	32 313	36 362
OHIO AND INDIANA	4 126	74 963	3 630
MICHIGAN AND WISCONSIN	2 333	1 345	2 263
WEST NORTH CENTRAL	7 989	11 051	7 653
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	4 915	6 431	4 513
IOWA AND MISSOURI	3 074	4 620	3 140
SOUTH ATLANTIC	5 597	5 038	5 401
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 408	1 862	2 299
GEORGIA AND FLORIDA	3 189	3 176	3 102
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 617	2 262	2 073
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	6 037	3 462	6 636
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	2 102	2 865	2 254
PACIFIC (2)	8 286	8 345	8 630
CALIFORNIA	6 622	6 595	7 146
WASHINGTON AND OREGON	1 664	1 750	1 484

^rRevised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JANUARY 1969		DECEMBER 1968		JANUARY 1968	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	196 453	95 031	166 521	76 587	199 010	93 277
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	14 089	19 475	13 185	14 404	12 556	17 106
2071351	\$0.50 TO \$0.99 PER POUND	21 593	11 029	19 203	9 794	20 393	10 870
2071371	LESS THAN \$0.50 PER POUND	37 125	10 992	36 707	9 989	38 247	10 958
2070114	BAR GOODS	80 942	136 146	56 611	27 467	83 283	37 909
2071201	5 CENT AND 10 CENT SPECIALTIES	19 320	9 951	18 387	9 074	18 749	8 680
2070121	BULK GOODS, INCLUDING PENNY GOODS	23 384	7 438	19 428	5 959	25 782	7 754

^rImprestment data covered 25 percent.

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

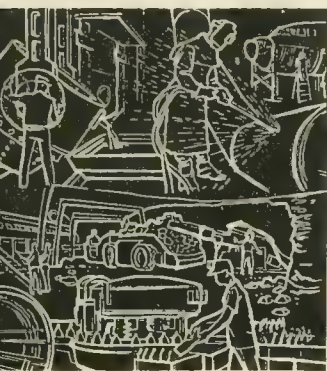
Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products
February 1969**

FOR RELEASE: April 25, 1969

SERIES: M20C (69)-2

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
February.....	156,685	145,998	10,687
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
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July.....	83,940	80,051	3,889
June.....	115,449	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954
March.....	136,142	125,941	10,201
February.....	148,893	134,795	8,098

DEPOSITORY

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
William H. Chartener, Assistant Secretary for Economic Affairs
BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	FEBRUARY 1969	JANUARY 1969	FEBRUARY 1968
ITEM	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	145 998	139 075	141 809
NEW ENGLAND	8 784	10 926	9 838
MIDDLE ATLANTIC	56 705	50 449	57 782
NEW YORK AND NEW JERSEY	22 680	15 834	23 642
PENNSYLVANIA	34 025	34 615	34 140
EAST NORTH CENTRAL	51 887	44 967	46 661
ILLINOIS	45 254	38 237	40 230
OHIO AND INDIANA	4 535	24 358	4 744
MICHIGAN AND WISCONSIN	2 098	2 372	1 687
WEST NORTH CENTRAL	7 330	7 990	6 347
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	4 449	4 916	2 974
IOWA AND MISSOURI	2 881	3 074	3 373
SOUTH ATLANTIC	5 331	5 553	5 052
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 140	2 395	2 025
GEORGIA AND FLORIDA	3 191	3 158	3 027
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 582	2 600	1 694
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 698	6 037	3 596
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 840	2 082	2 057
PACIFIC (2)	8 841	8 471	8 782
CALIFORNIA	7 485	6 807	7 443
WASHINGTON AND OREGON	1 356	1 664	1 339

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	FEBRUARY 1969		JANUARY 1969		FEBRUARY 1968	
		QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS	QUANTITY - THOUSAND POUNDS	VALUE - THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	222 936	101 753	197 237	95 793	216 564	92 705
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	18 187	18 977	14 201	19 579	6 296	6 789
2071351	\$0.50 TO \$0.99 PER POUND	31 001	15 852	21 641	11 139	25 677	13 624
2071371	LESS THAN \$0.50 PER POUND	42 260	12 946	37 510	11 004	49 997	14 523
2070114	BAR GOODS	92 894	43 443	80 378	36 652	86 142	39 005
2071201	5 CENT AND 10 CENT SPECIALTIES	25 859	13 313	19 753	9 844	23 947	11 569
2070121	BULK GOODS, INCLUDING PENNY GOODS	22 735	7 222	23 754	7 575	24 505	7 195

¹Imputation rate exceeds 20 percent.

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RELATED REPORTS

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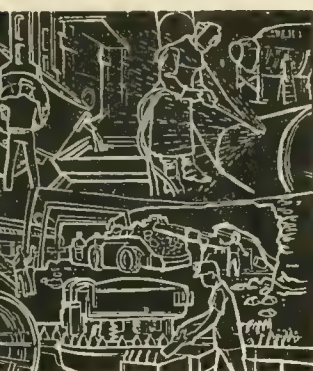
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Current Industrial Reports Series M20C (69)--

**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE**



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products**
March 1969

FOR RELEASE: May 12, 1969

SERIES: M20C(69)-3

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

c(69)-3
Table 1. **Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousands of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
March.....	151,391	141,152	10,239
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
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**U.S. DEPARTMENT OF COMMERCE** Maurice H. Stans, Secretary

Rocco C. Siciliano, Under Secretary

William H. Chartener, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	MARCH 1969	FEBRUARY 1969	MARCH 1968
	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	141 152	146 371	135 000
NEW ENGLAND	9 210	8 764	9 669
MIDDLE ATLANTIC	50 418	56 348	55 055
NEW YORK AND NEW JERSEY	20 670	22 270	25 481
PENNSYLVANIA	29 748	34 078	29 574
EAST NORTH CENTRAL	51 566	53 089	41 450
ILLINOIS	44 441	46 379	36 035
OHIO AND INDIANA	5 244	4 611	4 012
MICHIGAN AND WISCONSIN	1 881	2 099	1 403
WEST NORTH CENTRAL	7 020	7 382	6 988
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	4 067	4 447	3 963
IOWA AND MISSOURI	2 953	2 935	3 025
SOUTH ATLANTIC	5 956	5 321	5 957
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 396	2 140	2 346
GEORGIA AND FLORIDA	3 560	3 181	3 511
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 777	1 588	1 368
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	4 090	3 649	4 121
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	2 058	1 569	1 981
PACIFIC	9 057	8 661	8 511
CALIFORNIA	7 585	7 433	6 976
WASHINGTON AND OREGON	1 472	1 228	1 535

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MARCH 1969		FEBRUARY 1969		MARCH 1968	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	213 488	95 549	219 311	100 997	208 906	90 196
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	17 917	8 666	8 293	9 102	7 642	7 951
2071351	\$0.50 TO \$0.99 PER POUND	27 282	14 219	29 159	15 268	22 872	12 025
2071371	LESS THAN \$0.50 PER POUND	42 829	12 090	42 241	12 938	43 688	12 638
2070114	BAR GOODS	86 150	40 487	92 754	43 501	79 176	35 983
2071201	5 CENT AND 10 CENT SPECIALTIES	27 939	13 532	25 989	13 569	31 529	14 561
2070121	BULK GOODS, INCLUDING PENNY GOODS	21 371	6 555	20 435	6 619	23 999	7 038

¹Revised by 5 percent or more from previously published data.

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U. S. DEPARTMENT OF COMMERCE**



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****April 1969****FOR RELEASE: June 13, 1969****SERIES: M20C (69) -4**

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
April.....	133,468	121,774	11,694
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232
July.....	83,940	80,051	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726
April.....	106,352	101,398	4,954

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.

**U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary****Rocco C. Siciliano, Under Secretary****William H. Chartener, Assistant Secretary for Economic Affairs****BUREAU OF THE CENSUS A. Ross Eckler, Director**

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	APRIL 1969	MARCH 1969	APRIL 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA, UNITED STATES TOTAL	121 774	141 892	114 136
NEW ENGLAND	9 143	9 206	7 711
MIDDLE ATLANTIC	42 445	50 336	42 583
NEW YORK AND NEW JERSEY	17 417	20 677	18 838
PENNSYLVANIA	25 028	29 659	23 745
EAST NORTH CENTRAL	43 635	52 278	36 551
ILLINOIS	38 219	45 338	31 891
OHIO AND INDIANA	3 623	5 260	3 346
MICHIGAN AND WISCONSIN	1 793	1 680	1 314
WEST NORTH CENTRAL	6 912	6 968	7 083
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	3 863	3 982	4 024
IOWA AND MISSOURI	3 049	2 986	3 059
SOUTH ATLANTIC	5 757	6 026	5 230
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 508	2 467	2 167
GEORGIA AND FLORIDA	3 249	3 559	3 063
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 006	1 777	1 627
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 974	24 358	3 666
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 774	21 783	1 496
PACIFIC	8 128	9 160	8 189
CALIFORNIA	7 130	7 697	7 119
WASHINGTON AND OREGON	998	1 463	1 070

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	APRIL 1969		MARCH 1969		APRIL 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	183 719	81 264	214 808	95 871	181 448	75 872
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	16 155	7 116	7 799	8 520	6 731	7 297
2071351	\$0.50 TO \$0.99 PER POUND	22 191	11 189	27 219	14 195	18 366	9 569
2071371	LESS THAN \$0.50 PER POUND	32 917	8 801	42 844	12 100	37 178	9 507
2070114	BAR GOODS	79 237	36 246	87 778	41 012	73 335	32 277
2071201	5 CENT AND 10 CENT SPECIALTIES	23 543	11 440	27 939	13 532	24 095	11 109
2070121	BULK GOODS, INCLUDING PENNY GOODS	20 686	6 472	21 239	6 522	21 743	6 114

¹Per 25 percent. This item is broken. See "Description of Survey" for a description of data collection rates.

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

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RELATED REPORTS

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

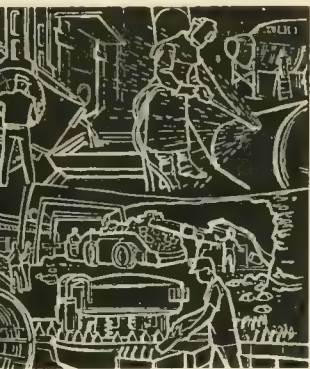
Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C (69)-4

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
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OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

May 1969

FOR RELEASE: July 16, 1969

SERIES: M20C (69)-5

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

Table 1. **Summary of Manufacturers Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
May.....	118,007	110,896	7,111
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232
July.....	83,940	80,051	3,889
June.....	111,442	108,486	2,956
May.....	115,449	111,723	3,726

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy-\$1.50 per year.



U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary

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William H. Chartener, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

	MAY 1969	APRIL 1969	MAY 1968
ITEM	SALES (\$1,000)	SALES (\$1,000)	SALES (\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	110 896	123 481	107 734
NEW ENGLAND	6 627	^F 7 695	6 971
MIDDLE ATLANTIC	44 169	42 747	41 417
NEW YORK AND NEW JERSEY	17 487	17 640	19 586
PENNSYLVANIA	23 682	25 107	21 831
EAST NORTH CENTRAL	40 861	44 343	36 681
ILLINOIS	35 708	38 809	31 939
OHIO AND INDIANA	3 705	3 738	3 451
MICHIGAN AND WISCONSIN	1 448	1 796	1 291
WEST NORTH CENTRAL	5 009	7 224	5 056
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 630	^F 4 156	2 693
IOWA AND MISSOURI	2 379	3 068	2 363
SOUTH ATLANTIC	4 952	5 772	5 424
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 057	2 516	2 257
GEORGIA AND FLORIDA	2 895	3 256	3 167
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 620	2 026	1 348
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 567	^F 3 512	2 656
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 132	1 787	941
PACIFIC	6 959	8 375	7 240
CALIFORNIA	6 101	7 376	6 209
WASHINGTON AND OREGON	858	999	1 031

^FRevised by 5 percent or more from previously published data.TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	MAY 1969		APRIL 1969		MAY 1968	
		QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS	QUANTITY THOUSAND POUNDS	VALUE THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	178 496	75 924	184 510	81 955	174 028	70 379
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	13 246	13 409	6 408	7 414	3 222	3 090
2071351	\$0.50 TO \$0.99 PER POUND	23 981	12 067	22 052	11 100	17 055	8 654
2071371	LESS THAN \$0.50 PER POUND	34 631	8 674	32 974	8 827	36 176	9 577
2070114	BAR GOODS	69 076	33 164	78 210	36 725	66 894	30 354
2071201	5 CENT AND 10 CENT SPECIALTIES	24 863	11 818	23 344	11 361	25 793	11 661
2070121	BULK GOODS, INCLUDING PENNY GOODS	22 699	6 792	21 522	6 528	24 888	7 043

Over 25 percent of this item is liquid. See "Description of Survey" for a discussion of liquid rates.

DESCRIPTION OF SURVEY

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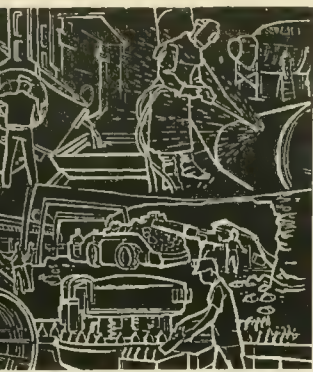
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Current Industrial Reports Series M20C (69)-5

**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE**



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****June 1969**

FOR RELEASE: August 11, 1969

SERIES: M20C(69)-6

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
June.....	114,390	108,189	6,201
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
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June.....	106,921	103,207	3,714
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April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
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September.....	199,465	194,978	4,487
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Rocco C. Siciliano, Under Secretary

William H. Chartener, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS A. Ross Eckler, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JUNE 1969	MAY 1969	JUNE 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	108 189	110 766	103 207
NEW ENGLAND	6 619	6 638	6 427
MIDDLE ATLANTIC	40 262	41 604	38 953
NEW YORK AND NEW JERSEY	18 894	17 929	19 322
PENNSYLVANIA	21 368	23 675	19 631
EAST NORTH CENTRAL	39 408	40 523	37 152
ILLINOIS	34 571	35 388	32 911
OHIO AND INDIANA	3 451	3 675	3 107
MICHIGAN AND WISCONSIN	1 386	1 460	1 134
WEST NORTH CENTRAL	4 754	5 010	4 434
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 472	2 630	2 272
IOWA AND MISSOURI	2 282	2 380	2 162
SOUTH ATLANTIC	5 215	4 954	5 019
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 051	2 059	1 909
GEORGIA AND FLORIDA	3 164	2 895	3 110
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 561	1 620	1 265
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	2 388	2 567	2 305
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	870	888	793
PACIFIC	7 112	6 962	6 859
CALIFORNIA	6 277	6 104	5 993
WASHINGTON AND OREGON	835	858	866

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JUNE 1969		MAY 1969		JUNE 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS.	180 044	75 052	179 201	75 214	174 162	71 703
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	¹ 3 178	2 983	¹ 3 246	3 409	2 785	2 615
2071351	\$0.50 TO \$0.99 PER POUND	22 553	11 328	23 966	12 064	19 562	9 877
2071371	LESS THAN \$0.50 PER POUND	36 537	9 209	34 650	8 759	35 687	9 486
2070114	BAR GOODS.	67 893	31 663	69 076	32 239	69 277	31 138
2071201	5 CENT AND 10 CENT SPECIALTIES	30 222	14 037	25 543	11 923	29 715	13 353
2070121	BULK GOODS, INCLUDING PENNY GOODS.	19 661	5 832	22 720	6 820	17 136	5 234

¹Over 25 percent of this item is imputed. (See "Description of Survey" for a discussion of imputation rates.)

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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The data are not adjusted for seasonal variation or number of working days.

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C (69)-6

**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE**

**Confectionery, Including
Chocolate Products****July 1969**

FOR RELEASE: September 12, 1969

SERIES: M20C(69)-7

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
July.....	105,911	101,598	4,313
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232
July.....	83,940	80,051	3,889

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary
Rocco C. Siciliano, Under Secretary

BUREAU OF THE CENSUS

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	JULY 1969	JUNE 1969	JULY 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	101 598	108 866	92 831
NEW ENGLAND	4 762	6 612	5 114
MIDDLE ATLANTIC	39 841	40 108	33 657
NEW YORK AND NEW JERSEY	14 453	18 782	15 366
PENNSYLVANIA	25 388	21 326	18 291
EAST NORTH CENTRAL	37 894	40 334	34 790
ILLINOIS	33 071	35 501	30 670
OHIO AND INDIANA	3 313	3 447	3 152
MICHIGAN AND WISCONSIN	1 510	1 386	968
WEST NORTH CENTRAL	4 284	4 764	4 444
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 361	2 488	2 235
IOWA AND MISSOURI	1 923	2 276	2 209
SOUTH ATLANTIC	5 040	5 220	4 962
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 183	2 061	2 008
GEORGIA AND FLORIDA	2 857	3 159	2 954
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 490	1 579	1 363
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	1 854	2 395	2 176
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	817	871	755
PACIFIC (2)	5 616	6 983	5 570
CALIFORNIA	4 872	6 273	4 681
WASHINGTON AND OREGON	744	710	889

[†]Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALEERS AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	JULY 1969		JUNE 1969		JULY 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	148 082	69 064	180 388	74 991	154 555	62 917
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	12 548	2 579	3 075	2 847	2 517	2 422
2071351	\$0.50 TO \$0.99 PER POUND	19 160	12 553	22 547	11 324	15 605	8 077
2071371	LESS THAN \$0.50 PER POUND	30 170	8 075	36 699	9 256	32 081	9 112
2070114	BAR GOODS	55 614	29 883	67 795	31 635	60 028	26 643
2071201	5 CENT AND 10 CENT SPECIALTIES	19 903	9 321	29 378	13 731	24 532	11 095
2070121	BULK GOODS, INCLUDING PENNY GOODS	20 687	6 653	20 894	6 198	19 792	5 568

[†]Revised by 5 percent or more from previously published figures.

[‡]Over 25 percent of this item is imputed. (See "Description of Survey" for a discussion of imputation rates.)

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

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Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C(69)-7

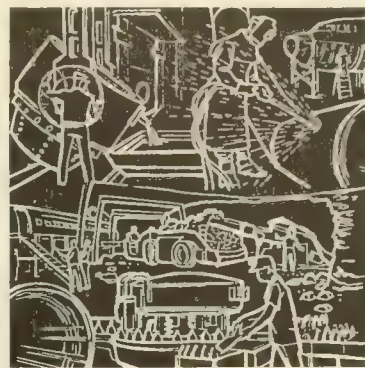
U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE

Confectionery, Including Chocolate Products

August 1969



FOR RELEASE: October 8, 1969

SERIES: M20C(69)-8

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
August.....	129,130	123,797	5,333
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
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October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
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June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331
September.....	199,465	194,978	4,487
August.....	126,834	122,602	4,232

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Rocco C. Siciliano, Under Secretary

BUREAU OF THE CENSUS George Hay Brown, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	AUGUST 1969	JULY 1969	AUGUST 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	123 797	101 590	121 939
NEW ENGLAND	7 617	4 761	8 472
MIDDLE ATLANTIC	44 719	40 062	45 462
NEW YORK AND NEW JERSEY	19 129	13 576	20 004
PENNSYLVANIA	25 590	26 486	25 454
EAST NORTH CENTRAL	48 541	37 579	44 740
ILLINOIS	42 587	33 044	39 052
OHIO AND INDIANA	3 732	3 313	4 320
MICHIGAN AND WISCONSIN	2 222	1 222	1 368
WEST NORTH CENTRAL	4 909	4 597	5 240
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 527	2 361	2 670
IOWA AND MISSOURI	2 382	2 236	2 570
SOUTH ATLANTIC	5 309	5 029	5 142
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 503	2 172	2 299
GEORGIA AND FLORIDA	2 806	2 857	2 843
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	1 565	1 503	1 584
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 262	1 838	2 355
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	497	781	988
PACIFIC	6 978	5 440	7 956
CALIFORNIA	5 858	4 772	6 807
WASHINGTON AND OREGON	1 120	668	1 149

Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	AUGUST 1969		JULY 1969		AUGUST 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	195 642	98 899	147 699	69 628	196 788	94 197
2071324	PACKAGE GOODS MADE TO RETAIL AT:						
2071351	\$1.00 OR MORE PER POUND	3 933	3 658	2 547	2 576	3 662	3 509
2071371	\$0.50 TO \$0.99 PER POUND	30 807	15 777	19 136	12 511	28 540	14 244
	LESS THAN \$0.50 PER POUND	40 013	12 712	30 063	8 539	39 354	11 221
2070114	BAR GOODS	69 969	35 993	55 613	29 983	73 515	35 260
2071201	5 CENT AND 10 CENT SPECIALTIES	25 792	12 890	19 903	9 342	28 153	12 820
2070121	BULK GOODS, INCLUDING PENNY GOODS	25 128	7 868	20 437	6 558	23 564	7 144

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DESCRIPTION OF SURVEY

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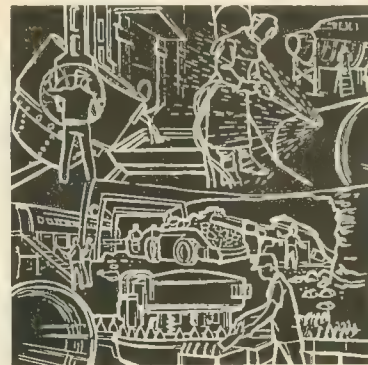
**U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233**

OFFICIAL BUSINESS

**POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE**

Confectionery, Including Chocolate Products

September 1969



FOR RELEASE: November 10, 1969

SERIES: M20C(69)-9

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
September.....	190,854	184,358	6,496
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
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U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary

Rocco C. Siciliano, Under Secretary

Harold C. Passer, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS George Hay Brown, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	SEPTEMBER 1969	AUGUST 1969	SEPTEMBER 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	184 358	125 912	187 791
NEW ENGLAND	10 640	7 581	11 125
MIDDLE ATLANTIC	74 873	46 874	73 616
NEW YORK AND NEW JERSEY	30 313	19 214	29 481
PENNSYLVANIA	44 560	27 660	44 135
EAST NORTH CENTRAL	68 906	48 534	70 701
ILLINOIS	58 490	42 676	60 814
OHIO AND INDIANA	7 258	3 635	7 166
MICHIGAN AND WISCONSIN	3 158	2 223	2 721
WEST NORTH CENTRAL	4 606	4 919	6 095
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	2 346	2 529	3 108
IOWA AND MISSOURI	2 260	2 390	2 987
SOUTH ATLANTIC	7 330	5 468	7 438
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	3 286	2 508	2 898
GEORGIA AND FLORIDA	4 044	2 960	4 540
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 866	1 567	2 509
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	5 024	3 264	5 091
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	783	941	1 327
PACIFIC	9 330	6 766	9 889
CALIFORNIA	8 004	5 841	8 257
WASHINGTON AND OREGON	1 326	925	1 632

^r Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	SEPTEMBER 1969		AUGUST 1969		SEPTEMBER 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	289 793	136 740	195 608	89 169	297 106	133 421
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	7 491	7 363	3 936	3 658	8 020	8 196
2071351	\$0.50 TO \$0.99 PER POUND	50 083	26 541	30 807	15 766	50 270	25 325
2071371	LESS THAN \$0.50 PER POUND	63 757	19 971	40 107	13 095	66 076	19 398
2070114	BAR GOODS	101 424	55 559	69 814	36 099	107 948	54 285
2071201	5 CENT AND 10 CENT SPECIALTIES	31 642	16 007	25 839	12 690	33 586	16 331
2070121	BULK GOODS, INCLUDING PENNY GOODS	35 396	11 299	25 105	7 861	31 206	9 886

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation or number of working days.

RELATED REPORTS

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS
WASHINGTON, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



CURRENT INDUSTRIAL REPORTS

**Confectionery, Including
Chocolate Products****October 1969**

FOR RELEASE: December 10, 1969

SERIES: M20C(69)-10

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
October.....	186,042	178,728	7,314
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223
October.....	172,583	166,252	6,331

Inquiries concerning these figures should be addressed to the U.S. Department of Commerce, Bureau of the Census, Industry Division, Washington, D.C. 20233. This publication is for sale by the Bureau of the Census, Price: 15 cents per copy—\$1.50 per year.

U.S. DEPARTMENT OF COMMERCE Maurice H. Stans, Secretary**Rocco C. Siciliano, Under Secretary****Harold C. Passer, Assistant Secretary for Economic Affairs****BUREAU OF THE CENSUS George Hay Brown, Director**

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS,
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	OCTOBER 1969	SEPTEMBER 1969	OCTOBER 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	178 728	186 623	180 762
NEW ENGLAND	11 460	10 662	12 204
MIDDLE ATLANTIC	61 688	75 065	61 414
NEW YORK AND NEW JERSEY	22 892	29 954	23 581
PENNSYLVANIA	38 796	45 111	37 833
EAST NORTH CENTRAL	68 300	69 917	69 195
ILLINOIS	58 214	59 480	58 674
OHIO AND INDIANA	7 740	7 279	8 639
MICHIGAN AND WISCONSIN	2 346	3 158	2 422
WEST NORTH CENTRAL	7 325	4 611	7 349
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	4 002	2 347	3 610
IOWA AND MISSOURI	3 323	2 264	3 739
SOUTH ATLANTIC	8 960	7 965	8 776
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	3 138	3 301	3 159
GEORGIA AND FLORIDA	5 822	4 664	5 567
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	5 087	2 901	4 491
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	4 750	5 025	5 001
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	1 409	808	1 862
PACIFIC	9 789	9 669	10 500
CALIFORNIA	7 791	8 012	8 622
WASHINGTON AND OREGON	1 958	1 657	1 873

^r Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS,
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	OCTOBER 1969		SEPTEMBER 1969		OCTOBER 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	252 819	125 436	248 679	136 878	271 803	122 855
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	11 736	12 302	7 491	7 998	10 779	10 939
2071351	\$0.50 TO \$0.99 PER POUND	47 497	25 598	50 035	26 530	48 198	24 351
2071371	LESS THAN \$0.50 PER POUND	50 825	16 845	62 754	19 327	54 889	16 751
2070114	BAR GOODS	87 613	48 221	101 439	55 569	96 581	46 105
2071201	5 CENT AND 10 CENT SPECIALTIES	22 463	12 035	21 526	15 985	29 139	11 552
2070121	BULK GOODS, INCLUDING PENNY GOODS	32 635	10 437	35 375	11 369	33 649	10 757

^r Revised by 5 percent or more from previously published data.

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery," and census Form M20C.2, "Monthly Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

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EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

U.S. DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, D.C. 20233

POSTAGE AND FEES PAID
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OFFICIAL BUSINESS

**Confectionery, Including
Chocolate Products
November 1969**C
3,158

FOR RELEASE: January 8, 1970

SERIES: M20C(69)-11

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
November.....	171,722	160,337	11,385
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
May.....	117,858	110,766	7,092
April.....	134,907	123,481	11,426
March.....	152,013	141,892	10,121
February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
October.....	187,709	180,762	6,947
September.....	194,124	187,791	6,333
August.....	127,103	121,939	5,164
July.....	97,035	92,831	4,204
June.....	106,921	103,207	3,714
May.....	113,405	107,734	5,671
April.....	125,913	114,136	11,777
March.....	142,379	135,000	7,379
February.....	150,445	141,809	8,636
January.....	147,959	141,354	6,605
1967			
December.....	133,717	116,327	17,390
November.....	170,600	161,377	9,223

[†]Revised by 5 percent or more from previously published data.

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TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS:
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	NOVEMBER 1969	OCTOBER 1969	NOVEMBER 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA: UNITED STATES TOTAL	160 337	179 009	160 847
NEW ENGLAND	10 250	11 377	9 912
MIDDLE ATLANTIC	53 882	61 662	53 489
NEW YORK AND NEW JERSEY	19 878	22 902	21 380
PENNSYLVANIA	34 004	38 760	32 100
EAST NORTH CENTRAL	52 352	68 314	55 014
ILLINOIS	43 710	58 218	45 783
OHIO AND INDIANA	6 950	7 750	7 417
MICHIGAN AND WISCONSIN	1 692	2 346	1 814
WEST NORTH CENTRAL	11 929	7 327	11 482
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	7 162	4 003	6 873
IOWA AND MISSOURI	4 767	3 324	4 609
SOUTH ATLANTIC	9 043	8 982	7 794
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	2 646	3 159	2 707
GEORGIA AND FLORIDA	6 397	5 823	5 087
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	4 048	5 087	4 029
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	6 545	4 792	6 646
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	3 541	1 818	3 508
PACIFIC	8 747	9 650	8 973
CALIFORNIA	6 756	7 690	6 655
WASHINGTON AND OREGON	1 991	1 960	2 318

¹Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS:
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	NOVEMBER 1969		OCTOBER 1969		NOVEMBER 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	209 648	108 165	254 780	124 823	224 962	107 690
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	18 146	21 386	11 810	12 327	17 219	19 742
2071351	\$0.50 TO \$0.99 PER POUND	37 200	19 906	47 426	25 593	36 787	22 334
2071371	LESS THAN \$0.50 PER POUND	44 833	14 049	50 822	16 844	53 806	16 202
2070114	BAR GOODS	64 151	34 049	80 414	47 445	68 312	29 426
2071201	5 CENT AND 10 CENT SPECIALTIES	20 314	10 751	22 466	12 034	23 631	11 921
2070121	BULK GOODS, INCLUDING PENNY GOODS	25 004	8 024	32 842	10 580	25 207	8 064

¹25 to 50 percent of this item was imputed.

DESCRIPTION OF SURVEY

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EXPLANATION OF TERMS

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Current Industrial Reports Series M20C(69)

U.S. DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, D.C. 20233

OFFICIAL BUSINESS

POSTAGE AND FEES PAID
U.S. DEPARTMENT OF COMMERCE



**Confectionery, Including
Chocolate Products**

December 1969



FOR RELEASE: February 4, 1970

SERIES: M20C(69)-12

The statistics in this publication are based on a survey of manufacturers and represent the entire U.S. sales of confectionery by manufacturing establishments except in table 3. Estimates are included for establishments whose reports were not received in time for tabulation. A more complete description of the survey appears on page 3.

**Table 1. Summary of Manufacturers' Sales of
Confectionery, 1967 to 1969**

(Thousand of dollars)

Month and year	Total	Manufacturer- wholesalers	Manufacturer- retailers
1969			
December.....	146,202	125,437	20,765
November.....	173,498	162,158	11,340
October.....	186,734	179,009	7,725
September.....	193,123	186,623	6,500
August.....	131,330	125,912	5,418
July.....	105,918	101,590	4,328
June.....	115,147	108,866	6,281
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February.....	156,247	146,371	9,876
January.....	146,321	139,075	7,246
1968			
December.....	139,172	119,112	20,060
November.....	172,464	160,847	11,617
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September.....	194,124	187,791	6,333
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Rocco C. Siciliano, Under Secretary

Harold C. Passer, Assistant Secretary for Economic Affairs

BUREAU OF THE CENSUS George Hay Brown, Director

TABLE 2.--DOLLAR SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS:
BY KIND OF BUSINESS AND GEOGRAPHIC AREA

ITEM	DECEMBER 1969	NOVEMBER 1969	DECEMBER 1968
	SALES	SALES	SALES
	(\$1,000)	(\$1,000)	(\$1,000)
ESTIMATED TOTAL SALES OF MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS BY GEOGRAPHIC AREA:			
UNITED STATES TOTAL	125 437	162 158	119 112
NEW ENGLAND	12 574	10 219	9 750
MIDDLE ATLANTIC	43 925	55 684	37 718
NEW YORK AND NEW JERSEY	17 040	21 915	16 102
PENNSYLVANIA	26 885	33 769	21 616
EAST NORTH CENTRAL	39 714	52 296	38 621
ILLINOIS	33 908	44 020	32 313
OHIO AND INDIANA	4 102	26 483	4 963
MICHIGAN AND WISCONSIN	1 704	1 793	1 345
WEST NORTH CENTRAL	8 801	11 920	11 051
MINNESOTA, KANSAS, S. DAKOTA & NEBRASKA	5 862	7 161	6 431
IOWA AND MISSOURI	2 939	4 759	4 620
SOUTH ATLANTIC	4 885	9 108	5 038
MARYLAND, DISTRICT OF COLUMBIA, VIRGINIA, WEST VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA	1 812	2 714	1 862
GEORGIA AND FLORIDA	3 073	6 394	3 176
EAST SOUTH CENTRAL (KENTUCKY, TENNESSEE, ALABAMA, AND MISSISSIPPI)	2 393	4 061	2 262
WEST SOUTH CENTRAL (ARKANSAS, LOUISIANA, OKLAHOMA, AND TEXAS)	3 014	6 411	3 462
MOUNTAIN (ARIZONA, COLORADO, IDAHO, NEW MEXICO, AND UTAH)	2 428	3 634	2 865
PACIFIC	7 703	8 825	8 345
CALIFORNIA	6 176	6 817	6 595
WASHINGTON AND OREGON	1 527	2 008	1 750

^r Revised by 5 percent or more from previously published data.

TABLE 3.--POUNDRAGE AND DOLLAR SALES OF SELECTED MANUFACTURER-WHOLESALE AND CHOCOLATE MANUFACTURERS:
BY TYPE OF CONFECTIONERY

SIC CODE	TYPE OF PRODUCT	DECEMBER 1969		NOVEMBER 1969		DECEMBER 1968	
		QUANTITY	VALUE	QUANTITY	VALUE	QUANTITY	VALUE
		THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS	THOUSAND POUNDS	THOUSAND DOLLARS
	TOTAL SALES OF SELECTED ESTABLISHMENTS	172 097	89 034	213 887	109 545	163 521	76 587
	PACKAGE GOODS MADE TO RETAIL AT:						
2071324	\$1.00 OR MORE PER POUND	14 023	17 209	17 673	21 243	13 185	14 404
2071351	\$0.50 TO \$0.99 PER POUND	24 554	13 034	39 105	20 880	19 203	9 704
2071371	LESS THAN \$0.50 PER POUND	32 095	9 271	46 327	14 565	36 707	6 089
	BAR GOODS	62 909	33 530	65 620	34 007	56 611	27 467
2070114	5 CENT AND 10 CENT SPECIALTIES	17 503	9 209	20 041	10 799	18 387	9 074
2070121	BULK GOODS, INCLUDING PENNY GOODS	21 013	6 772	25 121	8 052	19 428	8 849

¹25 to 50 percent of this item is imputed. (See "Description of Survey" for a discussion of imputation rate.)

DESCRIPTION OF SURVEY

The statistics in this publication were collected on census Form M20C.1, "Monthly Confectionery Survey by Type of Confectionery Survey" from a sample of approximately 330 confectionery manufacturing establishments which account for approximately 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the Census of Manufactures.

The statistics presented in table 1 represent industry total sales figures which are based on the combined monthly sales totals reported by the 330 establishments in the reporting panel and which include estimates as described above.

Approximately 250 of the respondents are mailed Form M20C.2 on which the total monthly sales figure is the only item reported. The remaining establishments on the panel, which form a group of about 80 of the large manufacturer-wholesaler and chocolate-manufacturing concerns, report on Form M20C.1 on which detail by type of confectionery is requested in addition to the total sales figure. Aggregate figures for this group are presented in table 3. Comparison of table 3 with the second column of table 1 shows that the respondents on Form M20C.1 account for about 65 percent of the total estimated sales of manufacturer-wholesalers and chocolate-manufacturers.

The current month's figures include estimates for respondents in the reporting panel whose reports were not received in time for tabulation, as well as for small respondents excluded from the panel. Missing figures for companies in the reporting panel are imputed from the month-to-month movements shown by reporting firms. The overall imputation rate is generally limited to 25 percent, including about 10 percent for small respondents excluded from the monthly panel. Individual items with higher imputation rates are footnoted.

The imputation rate is not an explicit indicator of the potential error in published figures due to nonresponse, both because the actual monthly movements for nonrespondents may or may not closely agree with the imputed movements, and because the estimates for nonpanel cases may not reflect their current activity. The probable range of difference between the actual and imputed figures is unknown. The degree of uncertainty regarding the accuracy of the data, however, increases as the percentage of imputation increases. Figures with imputation rates above 25 percent, particularly, should be used with caution.

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Statistics for previous months may be revised, due to receipt of corrected data from respondents, including late reports for which estimates were made, and other corrections. Figures which were revised significantly are indicated by footnotes.

The data are not adjusted for seasonal variation of number of working days.

RELATED REPORTS

An annual Current Industrial Report which includes only summary data is published in this series. This report consists partly of totals from the monthly reports and partly of data obtained as the result of a joint survey by the Bureau of the Census and Business and Defense Services Administration. In this joint undertaking, various statistics on confectionery are collected on census Form MA-20D. The results of the survey are published in detail in a report entitled, "Confectionery Manufacturers, Sales and Distribution" published by Business and Defense Services Administration.

EXPLANATION OF TERMS

Manufacturer-wholesalers--Confectionery manufacturing establishments which sell primarily to wholesalers or retailers. This category includes chocolate manufacturers.

Manufacturer-retailers--Confectionery manufacturing establishments which sell primarily through their own retail outlets. Establishments which have only one retail outlet are not classified in manufacturing.

Sales--Manufacturer-wholesaler and chocolate-manufacturer sales represent f.o.b. plant value and exclude resales of goods purchased from other manufacturers or received from other plants of the reporting company.

Sales of manufacturer-retailers represent the value of goods transferred to retail outlets; they are approximately the commercial wholesale sales value and not the retail price to the consumer.

Products--In this survey, data are collected only for consumer type confectionery goods. Such data exclude cough drops, medicated candy, chewing gum, roasted peanuts, unsweetened popcorn, and fountain syrup.

Current Industrial Reports Series M20C(69)

U.S. DEPARTMENT OF COMMERCE
Bureau of the Census
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3,158;
M20C(69)-13CURRENT INDUSTRIAL REPORTS
Change Sheet
Confectionery, Including
Chocolate Products
Summary for 1969

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census

FOR RELEASE: July 31, 1970

SERIES: M20C(69)-13

The data as published in table 3 for bulk goods and 5 cent and 10 cent specialties should be revised as shown below.

Table 3.--SALES BY MANUFACTURER-WHOLESALE, INCLUDING CHOCOLATE MANUFACTURERS, OF CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT, 1969 AND 1968

Type of product	1969			1968		
	Pounds (1,000)	Value (\$1,000)	Average value	Pounds (1,000)	Value (\$1,000)	Average value
TOTAL SALES:						
As published.....	3,791,700	1,732,807	\$0.457	3,815,820	1,654,522	\$0.434
As revised.....	(n.c.)	(n.c.)	(n.c.)	(n.c.)	(n.c.)	(n.c.)
Bulk goods ¹						
As published.....	462,356	217,656	0.4708	468,736	205,189	0.4377
As revised.....	644,665	(n.c.)	0.3376	642,966	(n.c.)	0.3191
5 cent and 10 cent specialties:						
As published.....	665,234	220,424	0.3313	654,254	210,394	0.3216
As revised.....	482,925	(n.c.)	0.4564	480,024	(n.c.)	0.4394

Note: With the exception of the U.S. totals, the figures in this table are estimated from the data collected for the various categories on Form MA-20D. The reported figures accounted for approximately 90 percent of the estimated totals.

n.c. No change.

¹Includes penny goods.



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CURRENT INDUSTRIAL REPORTS

Confectionery, Including Chocolate Products

Summary for 1969

U.S. DEPARTMENT OF COMMERCE / Bureau of the Census



FOR RELEASE: June 8, 1970

SERIES: M20C(69)-13

COVERAGE--Statistics in this publication are estimated industry totals based on monthly reports on Census Forms M20C.1 and M20C.2 from approximately 330 manufacturers of confectionery and competitive chocolate products. The data from these respondents account for about 90 percent of the total U.S. manufacturers' sales of confectionery products. The proportion estimated for the establishments which are not on the reporting panel varies by State and is based on their sales as reported in the census of manufactures. In addition, detailed annual reports on sales by type of confectionery, ingredients used, and sales by class of customer were collected on an annual basis on Form MA-20D from a reporting panel of large establishments.

This report is the result of a joint effort by the Business and Defense Services Admin-

istration and the Bureau of the Census and includes only summary data. More detailed statistics, based on the annual survey, will appear in the report entitled "Confectionery Manufacturers' Sales and Distribution, 1969" to be published in the near future by the Business and Defense Services Administration.

ACKNOWLEDGMENTS--This report was prepared in the Industry Division under the direction of Robert J. Nealon, Chief, Foods, Textiles, and Apparel Branch. C.H.W. Sedgewick, Chief, Foods, assisted by John M. Stuart, was directly responsible for the review of the data and preparation of the report. Owen C. Gretton, Chief of the Division, and Milton Eisen, Assistant Chief, provided overall direction and coordination to this project.

Table 1.--SUMMARY OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,
BY KIND OF BUSINESS, 1960-1969

(In millions)

Year	Total		Manufacturer- wholesalers		Manufacturer- retailers	
	Pounds	Value	Pounds	Value	Pounds	Value
1969.....	3,888	1,848	3,792	1,733	97	115
1968.....	3,907	1,756	3,816	1,655	91	101
1967.....	3,769	1,645	3,690	1,553	79	92
1966.....	3,668	1,544	3,589	1,456	79	88
1965.....	3,474	1,429	(NA)	(NA)	(NA)	(NA)
1964.....	3,403	1,395	3,326	1,323	77	72
1963.....	3,269	1,319	3,175	1,235	94	84
1962.....	3,121	1,251	3,043	1,176	78	75
1961.....	3,112	1,233	3,024	1,153	88	80
1960.....	3,004	1,206	2,915	1,125	89	81

Note: Includes all known producers of confectionery and competitive chocolate products, except retail confectioners with a single location. Manufacturer-retailers are those with 2 or more outlets.

^r Revised. (NA) Not available.

Table 2.--VALUE OF MANUFACTURERS' SALES OF CONFECTIONERY PRODUCTS,
BY KIND OF BUSINESS AND BY MONTH, 1969 AND 1968

(Millions of dollars)

Month	Total		Manufacturer-wholesalers including chocolate manufacturers		Manufacturer-retailers	
	1969	1968 ^r	1969	1968	1969	1968
TOTAL.....	1,848	1,756	1,733	1,655	115	101
January.....	153	152	145	145	8	7
February.....	163	155	153	146	10	9
March.....	159	146	148	139	11	7
April.....	140	130	128	117	12	13
May.....	124	117	116	111	8	6
June.....	121	110	114	106	7	4
July.....	110	100	106	96	4	4
August.....	138	131	132	126	6	5
September.....	204	200	197	194	7	6
October.....	197	193	189	186	8	7
November.....	183	178	171	166	12	12
December.....	156	144	134	123	22	21

Note: Manufacturer-retailers include only those with 2 or more outlets.

^r Revised.

Table 3.--SALES BY MANUFACTURER-WHOLESALERS, INCLUDING CHOCOLATE MANUFACTURERS, OF
CONFECTIONERY AND COMPETITIVE PRODUCTS, BY TYPE OF PRODUCT, 1969 AND 1968

Type of product	1969			1968 ^r		
	Pounds (1,000)	Value (\$1,000)	Average Value	Pounds (1,000)	Value (\$1,000)	Average Value
TOTAL SALES.....	3,791,700	1,732,807	\$0.457	3,815,820	1,654,522	\$0.434
Package goods made to retail at--						
\$1.00 or more per pound.....	172,801	201,753	1.1675	167,727	189,472	1.1296
\$0.50 to \$0.99 per pound.....	549,262	282,819	0.5149	480,165	242,467	0.5050
Less than \$0.50 per pound.....	755,631	225,434	0.2983	806,103	241,399	0.2995
Bar goods.....	1,186,416	584,721	0.4928	1,238,835	565,601	0.4566
Bulk goods ¹	462,356	217,656	0.4708	468,736	205,189	0.4377
5 cent and 10 cent specialties.....	665,234	220,424	0.3313	654,254	210,394	0.3216

Note: With the exception of the U.S. totals, the figures in this table are estimated from the data collected for the various categories on Form MA-20D. The reported figures accounted for approximately 90 percent of the estimated totals.

^r Revised

¹ Includes penny goods.

Table 4.--MANUFACTURERS' SALES OF CONFECTIONERY AND COMPETITIVE CHOCOLATE PRODUCTS, BY
KIND OF BUSINESS AND AREA OF PLANT LOCATION, 1969 AND 1968

Item	1969		1968 ^r	
	Pounds (1,000)	Value ² (\$1,000)	Pounds (1,000)	Value (\$1,000)
UNITED STATES, TOTAL.....	3,888,466	1,847,573	3,907,205	1,755,529
By kind of business:				
Manufacturer-retailers.....	96,766	114,766	91,385	101,007
Manufacturer-wholesalers including chocolate manufacturers....	3,791,700	1,732,807	3,815,820	1,654,522
MANUFACTURER-WHOLESALERS INCLUDING CHOCOLATE-MANUFACTURERS BY AREA OF PLANT LOCATION ¹				
New England.....	224,807	109,481	233,036	108,513
Middle Atlantic, total.....	1,228,164	651,378	1,238,389	619,278
New York and New Jersey.....	544,759	245,133	606,455	262,908
Pennsylvania.....	683,405	406,245	631,934	356,370
East North Central, total.....	1,531,805	606,340	1,541,543	574,811
Illinois.....	1,312,324	520,671	1,334,437	497,674
Ohio and Indiana.....	172,762	60,085	176,214	57,407
Michigan and Wisconsin.....	46,719	25,584	30,892	19,730
West North Central, total.....	175,624	86,934	177,477	83,242
Minnesota, Kansas, South Dakota and Nebraska.....	83,727	47,513	83,621	45,396
Iowa and Missouri.....	91,897	39,421	93,856	37,846
South Atlantic, total.....	145,494	75,657	136,569	71,083
Maryland, District of Columbia, Virginia, West Virginia, North Carolina, and South Carolina.....	55,488	29,748	51,378	27,936
Georgia and Florida.....	90,006	45,909	85,191	43,147
East South Central: Kentucky, Tennessee, Alabama, and Mississippi.....	91,083	29,602	79,873	25,613
West South Central: Arkansas, Louisiana, Oklahoma, and Texas.....	134,598	49,263	138,469	47,711
Mountain: Arizona, Colorado, Idaho, New Mexico, and Utah.....	24,569	19,876	27,892	20,827
Pacific, total.....	235,556	104,276	242,572	103,444
California.....	206,686	88,285	205,291	85,903
Washington, Oregon, and Hawaii.....	28,870	15,991	37,281	17,541

Note: Manufacturer-retailers include only those with 2 or more outlets.

^r Revised.

¹Separate data by area of plant location for manufacturer-retailers are withheld to avoid disclosing figures for individual companies.

²Value figures in this table are summations of revised corresponding figures published in the monthly M20C series. The proportion estimated for establishments not on the reporting panel varies by geographic area and does not exceed 14 percent except for Missouri and California. For the U.S. approximately 11 percent of the total value was estimated.

In order to estimate quantity data, unit values were computed by geographic area from the annual data collected on Census Form MA-20D. By applying these unit values to the corresponding value figures on the table, poundage data for each area were estimated. The reported quantities accounted for 90 percent of the estimated total.

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